

Automotive Daily News



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CHEVROLET PRODUCES 2,000,000th CAR

GENERAL MOTORS SETS NEW MARK IN AUG. OUTPUT

More Than 75,000 Cars Produced—Retail Sales Keep Pace

DETROIT, Sept. 8.—General Motors Corporation output in August established a new high record for the month with a total in excess of 75,000 units. As a matter of fact this August, normally an out-of-season period, has been exceeded in output for any month probably only a half dozen times in the corporation's history. The full significance of the August record is indicated by the fact that production for the month was at an annual rate in excess of 900,000 vehicles, while the corporation's previous record sales year, in 1923, was more than 100,000 vehicles short of attaining this total.

Final figures on retail sales have not yet come to hand, but preliminary reports from the field indicate that notwithstanding the high rate of production for the month, retail demand closely approximated the production total.

The automobile trade year embraces the 12-month period from July 31 to August 1. As the business is seasonal, meeting its peak retail demand in the spring, manufacturing schedules are designed to allow dealers to accumulate stocks during the early part of the trade year in anticipation of spring trade. Probably never before in the history of General Motors has the company entered its new trade year with a more promising outlook than at present. The unprecedented public demand for its cars, following the introduction of an entirely new line of models at materially lower prices, has kept the product moving directly from the factory to consumers and afforded no opportunity for dealers to build up stocks. In view of this situation the corporation's schedule for September has been advanced to a figure considerably higher than the August total.

While the August production figure is not strictly comparable to the official figures of sales to dealers issued monthly, it is interesting to compare the total with the official reports of sales to dealers for the first seven months of the current fiscal year and the first eight months of previous fiscal years. The following table shows these totals since 1922:—

	1925	1924	1923
August	75,000	48,614	65,999
July	57,012	40,563	51,624
June	71,088	32,984	69,708
May	77,223	46,965	75,393
April	85,553	59,600	75,422
March	75,527	75,484	71,609
February	49,146	78,668	55,427
January	30,642	61,398	49,162

*Estimated.

GEORGE H. PRUDDEN, persona: representative of Henry Ford, who is conducting an independent investigation of the Shenandoah disaster for the Detroit motor magnate.



International Newsreel Photo

DODGE MAKES 900 CARS DAILY

DETROIT, Sept. 8.—Production at the Dodge plant is being maintained at 900 cars daily. It is recalled that in the early spring and summer the plant was producing 1,100 cars a day. It is probable that this mark will be established again early in October.

Month to month production of Dodges probably runs more evenly than that of any other automobile company, the output varying but slightly over the 12 months of the year. The secret of this even maintenance lies in the even distribution of cars to dealers, it is explained.

United States Losing in Sale of Tires and Tubes

Special to the Automotive Daily News

WASHINGTON, D. C., Sept. 8.—E. G. Holt, assistant chief of the automotive division of the Department of Commerce, in a survey of the rubber products market in British South Africa, today warned American manufacturers that the United States is gradually losing ground in the sale of tires and tubes, although it is doing an increasing business in rubber sundries and specialties.

British South Africa is one of the important foreign markets for rubber goods of almost every class, but especially for tires, mechanical rubber goods and rubber footwear, he pointed out. Possessing only the nucleus of a rubber industry (there is but one rubber manufacturing company of importance there) the trade is still very largely supplied through imports. Rubber goods are imported chiefly from the United Kingdom, Canada and the United States in the order named, although European firms also offer strong competition in the tire trade, and participate on a small scale in the trade in other lines.

During 1924 it is estimated that

FOUR BRITISH FIRMS TO BUILD CARS IN CANADA

Col. Hocking, in Toronto, Announces London Plans

Toronto, Ont., Sept. 8 (U. T. P. S.).—"Four of the leading motor car manufacturers of England who have achieved mass production will establish manufacturing plants in Canada within the next year," was the statement made by Col. A. Hocking, D. S. O., M. C., manager of the British Society of Motor Manufacturers and Traders, when interviewed here today. He has come to Toronto especially to make a survey of the Canadian automotive industry with a view to the investment of large British capital. The four British makers intending to establish plants here are the Morris, Austin, Humber and Standard.

He further stated that Morris had expanded his plant capacity to such an extent in England that today he was rivalled in production volume by the plant of only one company outside of the United States, that being the Ford Motor Car Company of Canada, Ltd. He asserted that Morris now dominates the low price field in Great Britain.

HARVESTER ANNOUNCES PRICE REDUCTIONS

DETROIT, Sept. 8.—Effective at once, reductions in prices of the Harvester speed truck chassis line are announced by the factory branch of International Harvester Company, Inc. These are as follows: Prices at factory, Model S, 124-inch wheel base, chassis, \$1,085; Model SD, 110-inch wheel base, chassis, \$1,325; Model SL, 150-inch wheelbase, chassis, \$1,395.

W. S. KNUDSEN, president of the Chevrolet Motor Company, which has made automobile history with the production of its two-millionth car.



HUPP TO MAKE 6-CYLINDER CAR

DETROIT, Sept. 8.—The Hupp Motor Car Company is now engaged in producing a new six-cylinder car which, according to semi-official information, will be announced to the public early in October.

The new car will be produced in several models and will be added to the Hupp line of four-cylinder and eight-cylinder cars, the latter line being a 1925 product. Rumor of the new Hupp six-cylinder has been very persistent since the beginning of the year, but until recently experimental work had not progressed to a point where any statement could be made.

Production and sales of Hupp fours and eights have aggregated a volume far in excess of those of former years. In the first quarter, the company more than earned its dividend requirements for the year on all outstanding stock. Sales have shown a steady increase through the summer months.

A small night force of workmen has recently been taken on at the factory for the purpose of getting parts ready for the introduction of the new six.

Producing Gas Electric Buses

DETROIT, Sept. 8.—First gas-electric drive buses on Tilling-Stevens specifications are being built here at the plant of the Gray Manufacturing Company, formerly Gray Motors. Three models are in production, all of them embodying the principle of applying electric power direct to the rear wheels, eliminating both clutch and gear shift. They will be shown October 5, at Atlantic City, when the American Electric Railway Association opens its show.

FIRST TOURING MODEL CREATED 12 YEARS AGO

Organization Has Made Rapid Strides Ahead Since Inception

DETROIT, Sept. 8.—The 2,000,000th Chevrolet has just been produced at the Chevrolet plant, a new record in the history of the selective gear shift car.

"Passing the 2,000,000th mark emphasizes Chevrolet's progress," said W. S. Knudsen, president of the company. "The present record should not be the last, as the company expects to produce close to half a million cars during 1925, which will exceed by a wide margin the Chevrolet peak production of 1923."

When the first "Baby Grand" touring model was introduced at the Flint plant, in 1913, Chevrolet production for the entire year totaled 5,897, about three days' production on the present scale. The original plant would be lost today among the massed buildings of the organization, which include motor, pressed metal and assembly plants at Flint, Mich.; six other assembly plants at Tarrytown, N. Y.; St. Louis, Mo.; Oakland, Cal.; Janesville, Wis.; Norwood, O., and Buffalo, N. Y. Three factories at Detroit for the manufacture respectively of gears, axles and forgings, a transmission plant at Toledo, O., a small parts factory at Bay City, Mich., and export assembly plant at Bloomfield, N. J., the company occupies 167 buildings, with a total floor space of 6,555,227 square feet. The various plants occupy 345 acres.

The first Chevrolet bought by the company a few years ago from its original owner is still in perfect running condition. At the conservative average of 10,000 miles a car, the 2,000,000 Chevrolets produced since the first one represent 20,000,000,000 miles of transportation, or more than 40,000 round trips between the earth and the moon. Placed end to end, the Chevrolets would form a traffic jam 4,655 miles long.

At the age of twelve years Chevrolet is a comparative newcomer into the automotive field. How rapidly it has progressed is demonstrated by the fact that nearly one-half of the 2,000,000 cars already made were produced within the last two years. As the company has grown improved machinery permits more cars per employee to be built, marvelous precision equipment makes rapid and accurate assembly possible and the enormous production gives correspondingly large increase in purchasing power.

These factors form an endless chain that pulls down the cost of manufacture—and savings are passed on to the buyer of the

(Continued on Page 2)

OUTLOOK BRIGHT IN EXPORT FIELD

Drake Predicts Demand For American-Made Automotive Goods

Special to the Automotive Daily News
Washington, D. C., Sept. 8.—J. Walker Drake, assistant secretary of Commerce, who has just returned from an extensive trip through Great Britain, France, Belgium, the Netherlands, Switzerland and Italy, today in his first interview predicted an optimistic outlook for business in American-made automobiles, trucks and accessories in Europe on account of the "unmistakable appearance of improved economic conditions."

This improvement, Mr. Drake pointed out, varies from country to country, but none the less there is a gain in industry, in transportation and in commerce, in spite of the adverse factors that have held these countries back since the armistice. The agricultural population is all employed with good prospects for successful results this year, he declared. In the industrial field, while it is apparent that progress is being made, particularly in some localities, yet as a whole there is nothing that should cause the American business man to be stampeded into the fear of European competition.

"American manufacturers and exporters of automotive products cannot afford to rest on their oars in the belief that this implies easy going in foreign markets," Mr. Drake continued. "While we have great advantages in our advanced industrial methods and should not underestimate the fine strategic position we occupy in the competition for foreign trade extension, we should not ignore the fact that restored economic activity in Europe means sharper competition for the United States. Our highly developed industrial methods, our strong financial position and sound economic conditions are great elements of strength in support of our foreign trade developments."

"But our producers and exporters need now more than ever before to be alert not only in holding their position in former markets but in active investigation of new potential markets and trade opportunities; and at the same time they must give more careful attention to the simple details of method and practice pertaining to foreign trade transactions."

"The advantages already mentioned will not of themselves insure the continuance of growth of our foreign trade. We must send our goods when, where and as they are needed. We must not be dependent upon our competitors for control of the facilities of transportation and merchandising."

"The offices of the Department of Commerce in Europe are doing their utmost to assist American business and it is gratifying to know that they are given the credit for their efforts."

No Air Freight Yet, Says Stout

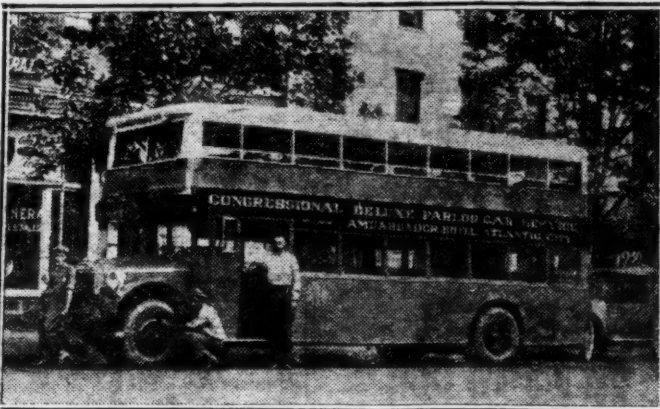
Los Angeles, Sept. 8.—William B. Stout, vice-president of the Stout Metal Airplane Corp., arrived here today to study the possibilities afforded for establishment of an air freight terminal. Stout is inventor of the all metal plane now on use on the Ford lines.

"Do not be misled," said Stout, in commenting on the venture. "The step under contemplation will not be taken this year, or next. Aerial freight lines are still in the pioneer stage. Much remains to be done and many difficulties must be overcome before the project becomes a reality."

PLANT SOLD AGAIN

Detroit, Sept. 8.—Three years ago, General Motors acquired the plant of the Milburn Wagon Works at Toledo, O., and it was leased to the Willys-Overland Company for the storage of cars. It has now been sold to the Toledo Edison Company.

WASHINGTON TO ATLANTIC CITY—New double-decker auto bus which is to operate on regular schedule from the national capital to Atlantic City. The huge machines are said to be the last word in motorized transportation.



International Newsreel Photo

Plan Uniform Traffic Laws

Detroit, Sept. 8.—Mayor John W. Smith today welcomed nearly 200 delegates to the conference called by the Detroit Automobile Club for the purpose of urging a uniform traffic law in Michigan. He predicted that in the not distant future there would be a Federal law governing traffic throughout the country, with sufficient elasticity to permit municipal regulations where they were necessary. The first business of the morning was that of launching a permanent organization. Among the speakers were Mayor Charles G. Green of Battle Creek and Charles J. DeLand, secretary of state. In the afternoon Judge Charles L. Bartlett of Detroit, whose drastic method of dealing with speeders has made him famous, was the speaker.

HOME IN ENGLAND TO ARRANGE FOR BUSES

Plans to Install City-Wide System in Detroit

Buffalo, Sept. 8 (U. T. P. S.).—Ernest M. Howe of Detroit, to whom the City Council voted to award a contract for the operation of a city-wide bus system at a five-cent fare, is now in England making arrangements for the installation of the bus system here. The buses to be used will be the Tilling-Stevens make, the main feature of which is that they are run by electricity generated by a gas engine.

Mr. Howe was formerly consulting engineer with the Tilling-Stevens Company of England, and is now head of the Gray Manufacturing Company, which has the sole rights to build the Tilling-Stevens bus in this country.

NAPLES SEEKS AUTO STREET EQUIPMENT

Washington, Sept. 8.—The automotive division of the Department of Commerce advises American manufacturers of street cleaning equipment to send catalogues and price lists concerning automotive machines designed to flush city pavements with water under pressure to Consul Homer M. Byington, Naples, Italy.

The machines should be constructed of materials which would permit the use of salt sea water.

NEW WILLYS-OVERLAND BRANCH IN DETROIT

Detroit, Sept. 8.—Willys-Overland has opened another Detroit branch at Jefferson and Gray Streets, under the management of Harold Perkins, who will have a staff of about a dozen salesmen. Steady expansion of Willys-Overland sales in Michigan, which have broken all records for any contract year, explains the establishment of the new store, according to George E. Clark, Detroit manager.

SEES TIRE CUT FOR EARLY 1926

Akron, O., Sept. 8.—L. G. Rockhill, sales manager of the Goodyear Tire and Rubber Company, in a statement given out today, said there is no hope for lower tire prices in 1925, but that with a reduction of inventories and production, and the release of 10 per cent. more rubber under the Stephenson Restriction act by Great Britain, lower prices may come early in 1926.

"Tire prices have never gone up in proportion to the increase in crude rubber," he said, "for at the peak of crude prices little or no rubber was bought by the larger companies."

"The decision of tire manufacturers to stop accepting orders on future datings will cause a marked decline in winter production and winter consumption of rubber, a condition which is likely to affect the rubber market."

BURGESS HONORED

Detroit, Sept. 8.—Garrett N. Burgess, consulting power engineer of the Morgan & Wright plant of the United States Rubber Company, has been elected president of the National Association of Stationary Engineers. He has been connected with the Morgan & Wright plant for fourteen years.

ELLIS WITH FEDERAL CO.

Oakland, Cal., Sept. 8.—E. E. Ellis of San Francisco, has been named manager of the Federal Truck Company branch in this city.

Chevrolet Produces Its Two-Millionth Machine

(Continued From Page One)

car. The two millionth Chevrolet, a Fisher body coach, with refinements, improvements and stamina undreamed of a year ago, is sold at more than \$300 below the price of the original Chevrolet, which retailed at \$1,000, and was considered a bargain.

The company's position in the industry was strengthened in 1918 when it became a General Motors unit. Its executive offices are in the General Motors, Detroit.

Discarding the policy of building a special yearly model, constant efforts are made to improve the car. Changes, even the most minor, are made only after rigid tests including road driving on the General Motors proving ground at Milford, Mich., where seven Chevrolets are being driven night and day, rolling up a total mileage of 75,000 monthly.

"Comparatively speaking, Chevrolet has only started in," said Knudsen, "we have established certain policies of advantage to the consumer and we shall continue to follow those policies."

To Recheck Altoona Race Owing to Doubt

Altoona, Pa., Sept. 8.—Owing to uncertainty regarding the outcome of the fifth championship race on the board speedway here yesterday, a recheck of the tapes will be made, although no protest was entered. The race was the speediest ever held on this track and was unmarred by accident. Of sixteen entries fifteen faced the starter, the Mercedes special being the only car which failed to qualify.

Bob McDonogh in a Miller special finished first, averaging 118 miles an hour for the 250 miles. Harry Hartz, in another Miller special, was close behind, with Earl Cooper in a Junior Eight special, running third. McDonogh took the lead on the twenty-sixth lap and held it without coming to a halt.

On the twenty-first lap Bennett Hill dropped out of first place and Earl Devore forged ahead. He held on in four laps and McDonogh increased his lead, leaving Hartz, Cooper and Elliott to fight it out for second place. This finally went to Hartz, although many of the pit men said that an error had been made by the scorers and that Cooper actually was entitled to second position. As a result of this the recheck was authorized.

Washington to Levy Bus Tax

Washington, D. C., Sept. 8.—District of Columbia license restrictions are to be applied to Virginia motor buses entering the capital, under an order announced today by M. O. Eldridge, director of traffic here.

"Washington buses running into Virginia are required to carry Virginia tags," said Eldridge. "They are taxed by the state and by municipalities. We have been allowing bus lines from neighboring states to use our streets without tax or license. Since Virginia will not allow reciprocity, we find this is the only possible move for us to make."

TRAKFORD PRODUCES

Pittsburg, Cal., Sept. 8.—The new Trakford factory commenced production today. The first jobs were shipped to the state fair at Sacramento. Trakford makes a track laying device for Fordson tractors. The Johns-Manville Company will commence construction this week of a unit of the million dollar plant to be finished in a year. The plant will manufacture asbestos goods, specializing in automobile brake lining.

SCORES PRIVATE BUS COMPETITION

Ontario Official Says Govt. Lines Deserve Consideration

Toronto, Sept. 8 (By U. T. P. S.).—Privately operated motor buses are not justifiable competition with the publicly owned bus lines in Canada was the opinion expressed by George S. Henry, Ontario minister of public works and highways at the annual meeting of the Canadian Automobile Association held last week at the National Club.

Mr. Henry said he had last year imposed a tax of ½ cent per passenger seating capacity per car mile schedule, which worked out at about 8 or 10 per cent. of the gross receipts, and applied whether the seating capacity of the bus was occupied or not. Since the inauguration of the 3 cents per gallon gasoline tax this year, he said, it had been decided to reduce the direct tax upon the buses to 1-10 cent per passenger mile, but it was felt that the province was entitled to at least 10 per cent. of the gross receipts to be applied toward roadway upkeep.

Mr. Henry pointed out that next year, every man and woman who drove an auto in the province would first have to obtain a driving permit and that compulsory examinations of all drivers would follow in due course.

Commenting on this recent tour in the United States, the roadways minister came to the conclusion that the "silent policeman" was not proving an unqualified success. He was also of the opinion that certain salesmen were largely behind the adoption of the stop light traffic signals.

Dealing with the headlight glare problem, the minister of highways put forward the suggestion that the left light of each car be dimmed. This would permit a good light on the right hand side of the roadway and permit vehicles approaching on the left side to be free of a glare almost directly in their pathway. Experiments along this line are to be tried out by the department, he said.

Mr. Henry also declared the time was approaching when the provincial highways of Ontario would be considered as through highways, and that stop signs should be erected at the intersection of all roadways which cut in upon these main highways.

California Gas Reduced to 16 1-2

Los Angeles, Sept. 8.—Gasoline price cutting continued this week when the Union Oil Company and the Shell Oil Company followed the lead of the Pan-American Petroleum Company in reducing two cents a gallon at retail service stations. The price is 16½ cents.

Pan-American officials credit the cut to decreases in the East. The drop will mean a loss of virtually 100 per cent. of profit on some grades and 50 per cent. on others, he said.

The Standard Oil and the Richfield Company have trailed on the reductions, making the 16½-cent price standard in Los Angeles, although it does not prevail throughout the state.

HUDSON-ESSEX LEAD IN WAYNE COUNTY, MICH.

Detroit, Sept. 8.—Registrations of Hudson and Essex cars in Wayne county for the first eight months of 1925 totaled 5,520, an average of 690 cars per month. The factory reports that this is a lead of 2,008 over the next six-cylinder car. Ninety per cent. of the Hudson-Essex production is on coaches.



O. E. HUNT

Chief Engineer, Chevrolet Motor Company

The Automotive Daily News Gets There First

80,000 New Orleans Citizens Undergoing Driving Tests

NEW ORLEANS, LA., Sept. 8.—The new city ordinance requiring all drivers of motor vehicles to be licensed goes into effect October 1, and during the present month some 80,000 New Orleans residents must demonstrate to the Department of Public Safety their ability to handle machines and their knowledge of traffic laws.

The ordinance also covers horse-drawn conveyances.

All drivers are to fill out applications for a license; and these will be checked against the traffic records for the last three years. If a person has driven a car without mishaps and without traffic law violations for the period of time the examiners decide is sufficient to demonstrate his or her ability as a driver the license will be mailed without further investigation. The license fee is \$1.

Drivers who have not operated cars long or who have defects of any kind will be required to report to the traffic bureau to undergo tests. In the case of persons who have traffic violations registered against them or who have criminal records no licenses will be issued except by special consent of the superintendent of police.

Children under 16 years of age will not be permitted to drive cars.

The ordinance fixes the speed limit in the heart of the business section at 15 miles per hour; 20 miles elsewhere in the center of the city, 25 miles in the residential sections and 30 miles on country roads in the parish.

Auto Tax Yields \$4,055,279 In Va.

Richmond, Va., Sept. 8 (U. T. P. S.).—Total receipts from automobile license and title registration fees, as reported by the state motor vehicle department, amounted to \$4,055,279, up to September 1. Approximately 263,000 licenses were issued, about 225,000 having been for passenger vehicles and the rest for trucks, convertibles, motorcycles, chauffeur and dealer licenses.

About 18,000 passenger, 3,000 truck and 1,000 convertible tags have already been sold in Richmond.

All tags are reduced to half price for the rest of the year with the exception of dealer and chauffeur licenses. Two dollars is the minimum charge for the transfer of a license—\$1 for title fee and \$1 transfer fee.

CELEBRATING THEIR "SHOWCASE" BEGINNING

Evansville, Ind., Sept. 8.—On August 28, 1924, the Bennighof-Nolan Co., Willys-Knight and Overland car distributors, started in business here with one Overland car. The car had been "driven in" from the Toledo factory by Henry F. Bennighof and Eugene E. Nolan, who hired a "showcase" display window on South 3d Street for their initial exhibit.

The sales record for the first year reached thirty-eight cars. The company on its twelfth birthday is covering twenty-seven counties of the tri-state, comprising southern Indiana and Illinois and western Kentucky, in the distribution of Willys-Knight and Overland cars.

DURANT ESTABLISHES OKLAHOMA CITY OFFICE

New York, Sept. 8.—Colin Campbell, vice-president of Durant Motors, Inc., announces the establishment of a new wholesale office in Oklahoma City, in charge of Emery Miller, sales manager. This makes the nineteenth wholesale office established by Durant Motors since the reorganization of its sales facilities.

The Automotive Daily News Gets There First

FLINT BRANCH IN MONTANA LIKELY

Great Falls, Mont., Sept. 7.—Great Falls will be the home of the first automobile factory distributing branch to be established in Montana if present plans of the Flint Motor Car Company of Flint, Mich., are consummated.

Two special representatives of the Flint company have selected Great Falls for the branch house, but final decision rests with the executive officers.

H. R. Ryttenberg, special representative of the company, has been in Montana for several weeks looking over the territory. He picked Great Falls for the branch house after considering Helena, Butte and Billings. Following his decision, W. J. Herron, in charge of the Flint sales department at the factory, came to Great Falls to look over the ground and approved Mr. Ryttenberg's selection.

Jack Wellens of the Wellens Motor Company, present Flint dealer, will be local sales manager under the tentative plan worked out by the Flint representatives.

A shipment of 100 Flint cars are en route here.

LARGER LOS ANGELES QUARTERS

Los Angeles, Sept. 8.—R. C. Durant, Inc., distributors of Flint motor cars on the Pacific Coast, has outgrown its place of business following six months of increasing sales records. With the Flint sales of the concern in fourth place for the entire country, Cliff Durant, president and active manager of the company, has been forced to lease an entire building to handle the business here.

Ford Car Sales Quiet in Texas

Waco, Tex., Sept. 8.—A decided slump in Ford car sales marked the announcement last week of the changes in Ford design. Only four new Fords were sold, in comparison with an average weekly sale of twenty-five or thirty from the Waco market.

New car sales totalled sixteen, used cars twenty and trucks nine.

The distribution was as follows:—

New cars—Ford tourings, three; Ford sedans, one; Willys-Knight, one; Ford light delivery, one; Dodge touring, three; Studebaker sedan, two; Studebaker touring, two; Packard sedan, one; Overland coach, one; Buick sedan, one.

Used cars—Fords, twelve; Buick, one; Dodge, three; Nash, one; Overland, two; Hudson, one.

Trucks—Ford, new, six; Ford, used, one; Packard, used, one; New Reo Speed Wagon, one.

CHILDREN ARE GIVEN PLAYGROUND BY WILLEYS

Toledo, O., Sept. 8.—A playground in West Toledo has been donated by John N. Willys, answering the plea of residents of the neighborhood.

Willys owns considerable property in the West Toledo district, including factory sites and a railroad right-of-way.

Upon hearing of Willys's donation, Henry Ford, through Toledo officials of the Detroit, Toledo & Ironton Railroad, has made tentative arrangements to put a tractor on the field, get it in shape for play, and then furnish equipment for the children.

THREE BEAUTIES! The latest Peerless model is the last word in luxurious appointment. The Six Sport model pictured below has ample room for four or even five passengers.



AUBURN PRODUCES NEW SIX AND EIGHT MODELS

Both Have Ample Room and Standard Equipment

Toledo, Sept. 8.—Announcement was made today that the Auburn Automobile Company, whose plant is located at Auburn, Ind., is now on production with the new six and eight-cylinder touring car models. Both cars are built with plenty of room for three passengers on both front and rear seats.

Both models have four-wheel brakes, balloon tires, transmission lock, rear vision mirror and automatic windshield wiper as standard equipment. The lighting switch is located on the steering column for convenient operation.

SURVEY USED CARS

Corning, Sept. 8.—Local automobile distributors and dealers have made a survey and inventory of the used car situation in this district and are organizing a selling corporation to act as a general outlet. The headquarters will be in Corning and a standard allowance and standard selling contract will be adhered to.

Dealers Study Used Car Sales

Albany, N. Y., Sept. 8.—Every Saturday evening at the close of business, every motor car dealer in Albany fills out a report of used cars sold during the week and sends it to H. S. Ackerman, chairman of the used car committee of the Albany Dealers' Association.

In this report they include the make, year, type, model, capacity, and number of cylinders as well as the condition of each car and the price at which it was sold.

From these reports Mr. Ackerman compiles a complete list of all used cars sold in the city, giving the same information as the respective dealers sent him, and a copy of the complete report is forwarded to each dealer, thus giving all members of the association the current values of used cars.

In addition to this service, Mr. Ackerman prepares papers on matters of special interest regarding used cars in the market, copies of which are also sent to all members of the association.

Better methods bring bigger sales.

DEMAND GROWS FOR CLOSED CAR

Portland, Ore., Survey Reveals Changed Buying Conditions

Portland, Ore., Sept. 8.—A survey of local automobile dealers and distributors reveals the fact that the closed type of car is in much greater demand than the open touring car or roadster. James T. Loder, sales manager for Cook & Gill, Paige and Jewett distributors for Portland, said that out of 250 sales less than 15 have been touring cars, and that this was the opposite to the demand a year and a half ago.

The Therkelsen Motor Car Company, which has the Rickenbacker line, reported that 75 per cent. of its sales were of the enclosed type.

Of eighty-five machines turned out daily by the factory, the fact that only a few are open cars is evidence of the predominance of the closed models. Following this trend, the Rickenbacker company has announced the production of a new coupe-roadster which soon will be shown in Portland.

The same report is made by the Willys-Overland Pacific Company.

Two years ago sales were divided into 30 per cent. closed models and 70 per cent. open, but now 85 per cent. of the sales are closed machines and only 15 per cent. open. This change in buying sentiment has been the reason for confining the new Overland Six to two models, the two-door sedan and four-door sedan.

Production in the four-cylinder Overland is 85 to 90 per cent. closed cars, and in the Willys-Knight the production is about 80 per cent. closed cars.

The Oldsmobile Company of Oregon reports from 80 to 90 per cent. being closed models, with the coach predominating but the four-door sedan fast gaining favor.

for Economical Transportation



The Public is realizing more and more the remarkable value represented by Chevrolet.

Many thousands more Chevrolets have been bought to date this year than were purchased up to the same date last year.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Roadster . . .	525	Coach . . .	695	Express Truck Chassis . . .	550
		Sedan . . .	775		

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QUALITY AT LOW COST

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Martyrs of Progress

WE know now as much as we ever shall know of the causes that brought about the disaster to the Shenandoah. There is eye-witness testimony to the skill and gallantry that directed the fight of the doomed airship against the overpowering might of nature's forces. No carelessness, no lack of foresight contributed to the disaster. There was no inherent fault in design or construction of the ship which made it easy for the sudden, violent gale to wrench her apart. No failure of the engines prevented maneuvering that might have saved the doomed flyer. Over the forces of nature the cunningest contrivances of man's genius hold but precarious dominion.

Disasters have been frequent among the lighter-than-air craft. Germany, the first nation to experiment seriously with this type of craft, lost by accident more than half the Zeppelins constructed before the war. Our mastery of the air is not yet complete. The gallant men who died in the wreck of the Shenandoah laid down their lives to further human progress, to advance by a little man's achievement of the admiralty of the skies. Martyrs of progress, these brave men died splendidly on the field of duty. Requiescat in pace.

An Outworn System

IN the course of a recent canvass of the dealer trade, the National Automobile Dealers' Association discovered that from two to four transactions are necessary to complete the sale of each new car. This means simply that dealers must always take a used car in exchange and frequently must exchange that again and again, before they finally get cash out of it, to complete the original sale of the new car. In one case 47 transactions were traced, before the sale was finally completed.

The average life of automobile dealers in this country is less than two years. The average life of clothing firms is over ten years. We wonder how long clothing stores would stay in business if they had to allow a trade in value on the customer's old trousers? How long would milliners last if they had to take in as part of the purchase price a chapeau of last spring's vintage? How long would the grocer stay in business if he had to take in remnants of a pound of prunes in part payment for a pound of coffee?

No other class of merchants, except that engaged in the sale of motor vehicles, is still wedded to the ancient system of barter and sale. How long is it going to continue?

Last week the Patent Office made public a long list of patents granted to inventors of automotive appliances. The list fills a newspaper column, though only four or five words are devoted to each invention. From "Airplanes, air brake," the list progresses alphabetically to "Wheels, runner attachment for vehicles," which is intriguing rather than illuminating. A few experts and a number of inventive "bugs" will study the list carefully. The rest of us will wait and see. Of the long, dry-as-dust list of patents, most of them will probably die from one of the wasting diseases which inventions are subject to. But you can't tell. The basic automobile engine patent was once buried in as dull a list.

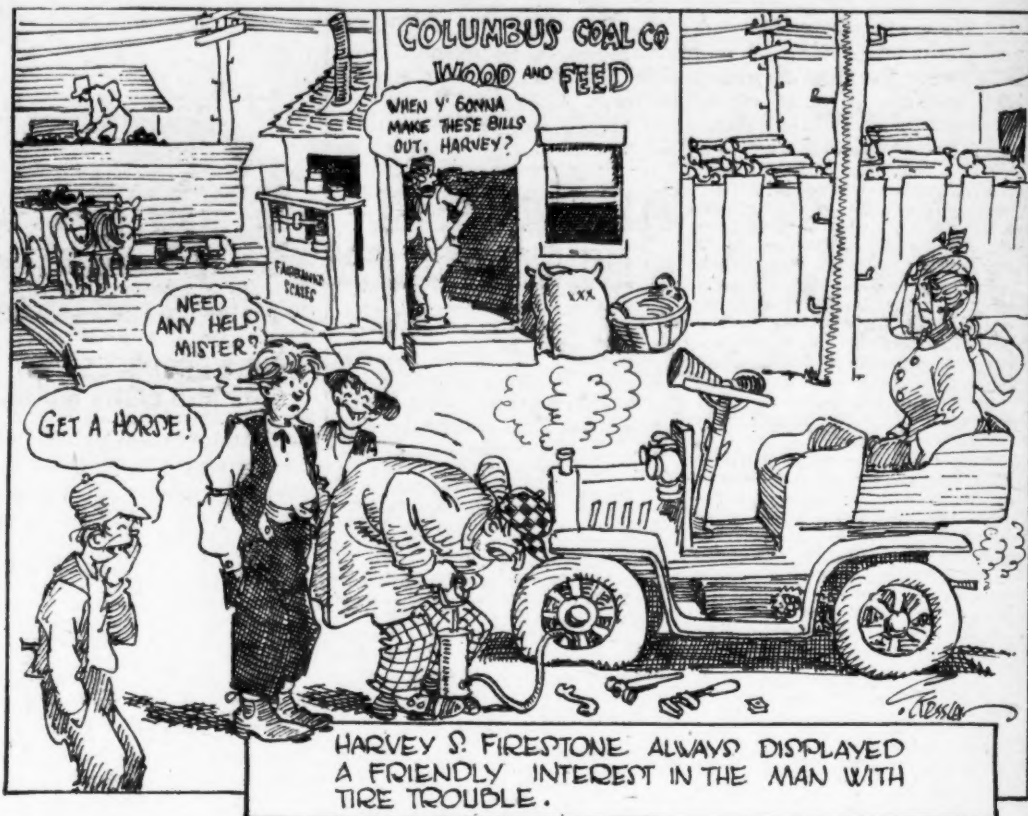
Our Canadian friends are good buyers of American-made cars. We wonder what they buy—how does the line go?—one-half so precious as the stuff they sell.

More red tape. Pennsylvania car owners have to show a clear title to their car, free of all encumbrances, before they can have their cars repaired!

Our Own Automotive Family Album

The Boyhood Days of Our Industrious Leaders

By Kessler



Association News

Boston, Sept. 8.—The Boston Motor Club is planning another club run to Huntoon House, at North Sutton, N. H., September 12-20. R. Seymour, proprietor of the Huntoon House and a member of the club, is in charge of arrangements.

Lincoln, Neb., Sept. 8.—The Lincoln Automobile Club will commence publication October 15 of the Lincoln Motorist, with Miss Agnes Neylan, secretary, as editor.

Washington, D. C., Sept. 8.—"Keep to the right for safety's sake" is the new slogan proposed by the Washington Automotive Trade Association. Paul B. Lum, president, is heading a campaign to discourage driving in the middle of the road, which is, he says, causing many accidents.

Akron, O., Sept. 8.—The Akron Automobile Dealers' Association has elected S. L. Savage, president; Lucius Lyman, treasurer, and A. O. Wood, chairman of the finance committee. A closed car show will be held this winter, sponsored by the organization.

Unadilla, N. Y., Sept. 8 (U. T. P. S.).—Charles A. Castle and A. J. Fairbank have been named as delegates from the Unadilla Automobile Club to the state association meeting in Lockport. The club has elected the following officers: A. J. Fairbank, president; William Boyd, first vice-president;

F. N. Parsons, second vice-president; Lee Ryder, secretary and treasurer; Fred Trumbull, J. B. Judson, Harvey Westcott and William Dickson, directors.

Bath, N. Y., Sept. 8 (U. T. P. S.).—Detailed routings to all points in a radius of 300 miles have been prepared in pamphlet form by the Bath Automobile Club as an accommodation to tourists.

Highway Notes

Rome, N. Y., Sept. 8 (U. T. P. S.).—The Rome Automobile Club has posted the detour via Lowell and Bronson's Corners, a six-mile stretch of good dirt road, which shortens the original detour caused by construction between Rome and Utica.

Lubbock, Tex., Sept. 8 (U. T. P. S.).—The tourist camp here includes a \$10,000 clubhouse, an open shed equipped with free electricity and water. There is a nine-hole golf course, a large lake with free boating privileges and nowhere in camp is there a "Keep-off-the-grass" sign.

Jamestown, N. Y., Sept. 8.—State highway between Corry, Pa., and the New York state line is to be completed this fall, connecting with a state route through Jamestown, known as Route 17, or the Southern Tier route. This route is being completed at Little Valley.

Salem, Ore., Sept. 8.—Oregon farmers and tourists now have 139 miles of Federal highways which

did not exist last year, according to the Sears-Roebuck Agricultural Foundation. This additional mileage, completed June 30, cost \$2,305,315, of which the Federal government paid \$1,323,370.

Memphis, Tenn., Sept. 8.—Conferences in Washington this month probably will result in completion of the Arkansas viaduct on the approach to the Harahan Bridge into Memphis. This is the only vehicle bridge spanning the Mississippi River between St. Louis and New Orleans. Mayor Rowlette Paine of Memphis, state officials and members of the state highway department will go to Washington soon to argue for a proportion of Federal aid.

Memphis, Tenn., Sept. 8.—Contracts for the construction of \$1,154,812 worth of highways in Tennessee were awarded by the state highway department this week. On September 10 a new link in the Memphis-Bristol highway will be opened in Haywood county.

Ephrata, N. Y., Sept. 8.—The road between Stone Arabia and Ephrata, which is an important link in the Adirondack highway, will be completed this fall.

Albany, Sept. 8.—Eugene D. Heacock, of Fulton county, has appeared before state highway department officials to urge completion of the balance of the Saratoga-Broadalbin highway. The section from North Milton to Saratoga has been promised for completion this fall, finishing a distance of 21 miles between these points.

Specialization in the fullest development of the internal combustion motor is the keynote of Continental's success in this the gasoline era.

Continental Motors Corporation

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World

REFINERS MEET GASOLINE CUTS

Buyers Apparently Are Waiting for Further Reductions

New York, Sept. 8.—Gasoline price reductions announced last week by the Pan-American Petroleum Company in Los Angeles and by the Atlantic Refining Company in its territory have been met by competing companies. The Standard Oil Company of California and other markets have scaled their prices down to equal the revised schedules of the Pan-American. The Pan-American's cut was 2 cents a gallon. The Gulf Refining has announced in Pittsburgh a reduction to meet the Atlantic Refining's reduction of 1 cent a gallon. The reductions are already in effect and wholesale buyers are said to be awaiting cuts in other sections. The market generally is soft.

The rubber market opened quiet after the week-end intermission. Buying was limited and the trade was waiting for news of developments in London. No changes of consequence took place over the week-end.

The leading makers of steel bars in the Pittsburgh district have firmed upon prices, again holding to 2 cents a pound. Likewise at Chicago bars have been marked up \$2 a ton to \$2.10 cents a pound. Automotive inquiries continue to stimulate the market.

STEEL PRODUCTS

Semi-Finished—Gross Tons	
Billets, re-rolling	\$25.00m25.00
Billets, forging	40.00m42.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.80a 1.90
Blue annealed sheets	2.25a 2.30
Black sheets	2.10a 2.20
Auto body	4.20a 4.25
Band	2.40a 2.50
Cold rolled strip	2.75a 2.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic—	
Valley	18.25m19.00
Eastern Pennsylvania	21.00m21.50

IRON AND STEEL SCRAP

Heavy melting steel	\$12.00m13.00
Machine shop turnings	9.50m10.00
Cast iron borings	9.50m10.50
No. 1 cast scrap	16.00m17.00

MILL PRODUCTS

Base prices cents per pound, f. o. b. mill.	
Copper, in rolls	21 1/2a
Zinc, spot, New York	8.00a 8.05
Lead, spot, New York	9.50a 9.75
Aluminum, virgin, 99.99%	27 a28

SEAMLESS TUBING

High brass	23.75
Copper	24.75

RODS

High brass (round 1/2 to 2 1/2 in.)	16 1/2a
Copper rods, round	21 1/2a

RUBBER MARKET

Plantations—	Bid.	Asked.
First latex crepe, August	82	84
September	80	81
October	78	79
January-March	65	66
October-December	69	70
Ribbed Smoked Sheets, spot	80	82
September	79	80
October	78	79
October-December	63	64
January-March	69	70
Par-Up-Rubber, fine spot	63	65
do, coarse	50	52
Island, fine	57	59
do, coarse	35	37

SCRAP RUBBER

Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 3 red	7 a 8
Tire, automobile, white, ton	60.00m70.00
Mixed auto tires	40.00m45.00
Leather, oak, broad, No. 1	60

OIL AND GASOLINE

MOTOR GASOLINE—	
Garages (steel barrels)	— a 17
Up-State New York	17 a 18

CRUDE PRICES AT WELLS

Garages (steel barrels).....	—	a 17
Up-State New York.....	17	a 18

STEEL MERGER WINS APPROVAL

Stockholders Advised of Plan to Unite Two Concerns

Peoria, Ill., Sept. 8.—Negotiations for the merger of the Keystone Steel and Wire Company of this city and the Kokomo Steel and Wire Company, Kokomo, Ind., which has been under way for two years, approached realization this week when letters went out to stockholders formally notifying them of the details of the proposed consolidation, which will unite two of the largest independent steel firms in the Central West.

Directors of both concerns have expressed individual approval of the plan. The new company will be known as the Keystone-Kokomo Steel and Wire Company, and will have total assets of \$15,000,000, continuing to operate both plants.

Accrued dividends of the Keystone stock will be paid immediately if the merger is realized; each \$100 share of preferred bearing \$20.25 in cash and \$20 in stock, the present stock being exchanged share for share, while common stock will be exchanged on basis of one share present issue for one and a quarter of the new, which will be placed on a \$4 dividend basis at once. The Keystone company is five and three-quarters years in arrears in dividend payments, although quarterly payments on preferred were begun in July last year.

Controlling interest of the merged company will rest with the group now controlling Keystone, with B. L. Sommer, Keystone president, chief executive officer, and John E. Fredericks, general manager of the Kokomo concern, as a member of the board of directors. Others will be those now prominent in the Keystone management.

Current capital of the merged corporation will be \$4,300,000. The two companies for the last two years have shown returns available for dividends amounting to \$959,694 after deduction of interest and Federal tax charges. The required dividend for the new preferred is \$250,719 and for the new common, \$268,568, leaving, on the basis of the last two years, a surplus of \$440,407 annually.

CITY AIDS HARVESTER CO. IN TRANSPORTATION

Fort Wayne, Ind., Sept. 8.—The Fort Wayne city council has granted a franchise for the extension of a double track street-car line to the plant of the International Harvester Company's plant, just east of the city. The county commissioners recently granted a franchise for the part of the line outside of the city limits.

The city, county, chamber of commerce and other agencies have co-operated with the company in the establishment of the largest automobile truck factory in the world. A belt railroad, connecting the plant with all of the railroad lines, was completed recently.

CONTINUE PRODUCTION OF CLIMBER MACHINES

Little Rock, Sept. 8 (U. T. P. S.).—The Arkansas Motors and Service Company, owned by R. L. Saxon, is assembling about ten cars a week in the Climber plant from material purchased in the sale of the Climber Motor Corporation in receivers' sale more than a year ago. The cars bear the name Climber.

All material in stock for sixes, has been assembled and sold, and the company is now working on four cylinder stock with materials for 150 cars on hand. With the completion of the 150 fours, the company plans to build a six cylinder custom job to be sold only on orders.

Naughty Aphids Flirt With Autos

Minneapolis, Minn., Sept. 8.—If your windshield, fenders and car body are all "stuck up," blame aphids, for they are responsible, according to Prof. A. G. Ruggles of the entomology department of the University of Minnesota Farm School.

Thousands of motorists have found their cars literally covered with tiny, honeylike specks after driving on roads bordered by trees or wooded lake shore boulevards. The aphids feeding on the trees are to blame, for an excretion from them drops on to passing automobiles. The sticky specks are hard to remove.

Nashville Oilmen Fight to Finish

Nashville, Tenn., Sept. 8.—Following a price-cutting war that lasted for ten days, the fight between the independent oil companies and the big companies, which has brought low prices here, has settled down to an endurance test.

Retaliating against the price cutting of the independents, Gulf, Standard and Pan-Am are now selling gas at 18 cents wholesale and retail, with no reduction made to fleets of trucks or to any other classes which formerly enjoyed a price three cents lower than retail.

The Nashville Auto Club, whose contract with a local tire and gasoline company to sell gas to members of the club at two cents under the market started the war, has taken no action. The contract will not be broken, Charles S. Peay, secretary, asserts.

PSEUDO ACCESSORY MEN IN TROUBLE

Detroit, Sept. 8.—A warrant charging conspiracy to defraud has been issued for Percy W. Stephens, Ray J. Curry and George Alston, recently occupying office space at 1401 Lafayette Building, under the style of R. Stephens Sales Company. The concern used liberal advertising space, offering jobs to salesmen of automobile accessories. The office space was impressive, and three investors, James Steffen, Covington, Ky.; Charles M. Olvis, 1659 Gray Ave., and Fred Fox, Toronto, Ont., claim to have sunk a total of \$5,500 in the business.

TAUBMANS ADD TWO NEW STORES TO CHAIN

Buffalo, Sept. 8 (U. T. P. S.).—Taubmans, who operate stores in five states and are without question the largest automobile accessory chain stores east of the Mississippi River, have within the last three weeks operated three stores here. The first store, located in the downtown section, has given remarkable values and has built up an astonishing business.

WOULD BAR SMOKING

Columbia, S. C., Sept. 8.—Owners of filling stations in this city have asked A. McC. Marsh, chief of the Columbia Fire Department, to sponsor an ordinance prohibiting smoking in, at or near gasoline filling stations.

NEW KELLY DISTRIBUTOR

Jacksonville, Fla., Sept. 8 (U. T. P. S.).—The Southern branch of the Kelly Springfield Tire Company in Atlanta announces the appointment of Marshall Martin, Inc., as distributors of the Kelly Springfield line of tires in the Jacksonville and North Florida territory.

NEW WALTHAM FRANCHISE

Toledo, Sept. 8.—The Standard Service Company, 327 16th St., has been appointed official sales and service station here for Waltham speedometers after two years' negotiations for the franchise.

Gavel Splits At Meeting to License Mechanics

Portland, Ore., Sept. 8.—A proposal that automobile mechanics be licensed and required to comply with certain regulations and requirements so as to insure ability to make repairs was offered at the state convention of the American Federation of Labor, now in convention in Marshfield, Ore.

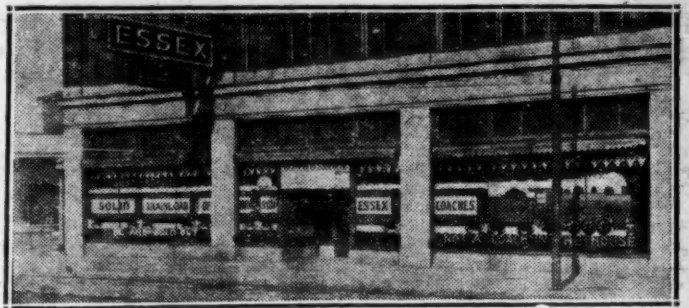
The question of bonding automobile mechanics was also discussed. The proposed action by the Oregon federation followed complaints to the effect that persons who take machines to garages for repairs often find that the mechanic does more harm than good.

During the heated discussion over this and other disputed points which arose, acting President Taylor broke his gavel trying to keep order.

MOVES INTO NEW HOME

Springfield, Mass., Sept. 8.—Westinghouse Electric and Manufacturing Company has moved its automotive service establishment to its new building at 395 Liberty St., where it will share the space of the first floor machine shop with the service station for electrical equipment now being opened there by Westinghouse.

REINFORCEMENTS FROM THE BASE!—Wabash Valley Motor Company stages unique window display to encourage prospective purchasers in Evansville, Ind., following Hudson-Essex sell-out.



TRUCK DUMPING MADE EASY BY NEW DEVICE

Pittsburgh, Sept. 8 (U. T. P. S.).—A gear dumping device for automobile trucks guaranteed to unload a one to ten-ton truck in from one to five minutes, invented by three men in the vicinity of Pittsburgh, has been granted a patent by the United States Patent Office in Washington.

The inventors, S. A. Ransom of Cokeville, Robert R. Bolt and A. W. Mellon of Blairsville, all employed at the Pennsylvania Railroad yards in Blairsville, conceived the idea from a prize contest for an invention of the kind.

FORDSONS DEMONSTRATED ON DEALER-OWNED FARM

Waco, Tex., Sept. 8.—A 600-acre experiment farm is owned and tilled by the Cruger Company, Ford dealers of this city. The purpose of the farm is to provide a means of practical demonstration of the work that can be done with a Fordson tractor. Cotton is cultivated and in normal years the farm is really a money-maker.

conducted by the Continental Truck Company of Virginia. The prize offered in the contest was \$5,000.

800 Chrysler Cars Per Day

Production of Chrysler quality cars—the Six and the Four—is now proceeding at the amazing total of more than 800 per day.

Yet even that huge volume falls short of satisfying the public demand for results which only Chrysler can give.

Two weeks after the Chrysler Four was announced, it was on a production schedule of 500 per day.

It is doubtful if any new car has ever been forced to meet such an avalanche of buying orders as immediately descended upon the Chrysler Four.

At the same time, the epoch-making quality, unprecedented results and proved durability of the Chrysler Six were sending its public demand higher and higher month by month.

Today, with the most modern factory facilities and scientific manufacturing processes, world-wide demand for both the Six and the Four has sent them to new peaks of quality production.

You who are justly prideful of Chrysler ownership, you scores of thousands who enjoy the new results which only Chrysler can give, have long since learned the soundness and the depth of quality in Chrysler materials and Chrysler craftsmanship. Increasing thousands of buyers enthusiastically acclaim the tremendous advance registered by Chrysler results—in performance, in ride-ability, in compact roominess, in economy.

We are eager to give you a conclusive demonstration in your own way of either the Six or the Four.

CHRYSLER SIX—Phaeton, \$1395; Coach, \$1445; Roadster, \$1625; Sedan, \$1695; Royal Coupe, \$1795; Brougham, \$1865; Imperial, \$1995; Crown-Imperial, \$2095.

CHRYSLER FOUR—Touring Car, \$895; Club Coupe, \$995; Coach, \$1045; Sedan, \$1095.

Hydraulic four-wheel brakes at slight extra cost.

All prices f. o. b. Detroit, subject to current Federal excise tax.

Bodies by Fisher on all Chrysler enclosed models. All models equipped with full balloon tires.

We are pleased to extend the convenience of time-payments. Ask us about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

All Chrysler models are protected against theft by an exclusive patented car numbering system, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

Detroit Steel Mills Expand Under Demands

Additions Being Made At Plants Supplying Auto Industry

DETROIT, Sept. 8.—Hand in hand with the increasing activity in the automobile industry, the steel plants are expanding to care for the greater volume of business necessitated by the growing demand for new cars.

The Detroit Steel Corporation, a large manufacturer of cold rolled strip steel for fenders and other automobile accessory and part lines, has begun the erection of a 200,000 addition to the plant on Oakwood boulevard just south of Detroit.

In the latter part of 1923 the company's present plant was erected, following the organization March 2 of that year. By December 4 the first rolls were set in motion and capacity operation was established January 2, 1924, working on a 24-hour basis.

The addition is to be built of heavy steel, with walls of galvanized sheet iron. The Northern Engineering Company, Detroit, is installing two five-ton cranes in the addition; the same company equipped the original plant with its cranes.

An annual capacity of 18,000 tons was possible with the old facilities; when the addition is completed this will be boosted to 30,000 tons a year. Ten new annealing boxes will be installed, and several additional furnaces. Heavy-duty machinery, including the mills and their appurtenances was furnished by the E. W. Bliss Company, Brooklyn; the General Electric Company installed the battery of motors for operating the rolls and other machinery.

Plant arrangement makes for unusual efficiency and dispatch in the transaction of business. Raw material is unloaded at the south end of the mill, direct from the siding, and travels continuously as it is processed and inspected, until it reaches the shipping department at the further end of the plant.

Starting with a force of 100 men.

SPEEDING UP to handle the ever-growing business of the automotive industry, the Michigan Steel Corporation of Detroit has been forced to start work on an addition that will permit a 50 per cent. increase in output. Photo shows view of the cold roll mill.



the present plant is using 200, and when the addition is completed, 400 men will be employed.

"We expect to have our present addition completed within thirty days," said Oscar Olsen, vice-president and works manager. "We have been running twenty-four hours a day ever since we began operations, and we are still trying to keep up with orders."

The Michigan Steel Corporation, Michigan's only maker of auto body sheet, has just entered its third year of operation and in a little more than twenty-four months has doubled its production capacity.

Approximately 6,000 tons of full-finished automobile body sheets are being produced every month, and since July, 1923, the company has had a continuous output which its officials say has not been equaled by any other plant making a similar product.

The plant is devoted exclusively

to the production of sheet steel for automobile bodies. It is believed

to be the most modern of its kind, and it occupies part of a 30-acre factory site on the Ecorse River.

An addition to the plant, which will give a 50 per cent. increase in production, is now being erected. Greater space for manipulating bars and for providing for their storage will be available, with enlargement of the cold-roll mill and the shipping facilities.

The Michigan Steel Corporation was organized in 1922 by a group of men active in the manufacture and sale of automobile steel sheets. George R. Fink, president of the corporation, was formerly identified with the West Penn Steel Company.

He saw the advantage of a sheet steel mill in the heart of the auto body building industry and interested a few of his associates. This group entirely absorbed the initial stock issue of \$1,000,000, and ground for the plant was broken in January, 1923. Six months later the plant was operating.

"I had been visiting the Detroit territory for several years, selling steel for the West Penn Company when I saw the need of a sheet mill at the very doors of the automotive industry," said Mr. Fink, the company's president. "The savings in time and in freight rates were obvious and when I discussed the matter with the man

Remarkable Growth Is Made in Last Few Years

now connected with the corporation they agreed with my findings.

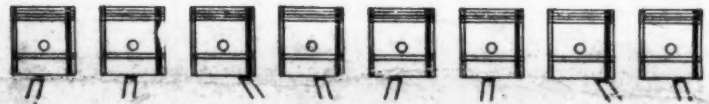
"Seventy-five per cent. of the full-finished steel sheets produced in the United States are used in this district—and our original mill, with a capacity of 3,000 tons per month, was outgrown in less than two years.

"Congestion at the Toledo gateway formerly resulted in exasperating delays to automobile manufacturers in receiving material in Detroit. We got around this difficulty by putting up a mill, bringing in steel bars and making them into sheets.

"From the very outset we were able to furnish sheets to the trade in from twenty-four to forty-eight hours, as compared with a previous requirement of days, and even weeks."

Besides Mr. Fink, the corporation officials include: H. M. Steele, formerly works manager of the Newton Steel Company, vice-president and manager. F. B. Lovejoy and F. H. Jones, New York, and W. F. Malow, Detroit, are directors, with Messrs. Fink and Steele.

OUTSELLING



EIGHT-IN-LINE

Ride in it—drive it—and you'll know the reason why it's outselling its field.

Never did a car handle as this great eight handles—never did a car thrill its driver with the spirit of buoyant freedom.

Here is a car which is literally irresistible. Drive it, and you'll want to

own it as you never in your life wanted to own a motor car.

Right now, we have a car all ready for you to test out yourself. Come in, get behind the wheel, and drive this Eight as you like to drive a car. That's a real test—and it's a test that will make you say this Eight is the greatest performer and the most delightful car you ever drove.

Because IT'S OUTPERFORMING

Hupp Motor Car Corporation, Detroit, Michigan

HUPMOBILE EIGHT

TRUMBULL STEEL CO. GETS FINANCIAL AID

Youngstown, Sept. 7.—Property valued at several million dollars has been placed in the hands of a committee acting for the Trumbull Steel Company by Jonathan Warner, its former president, to help protect it in its present financial troubles. Those in close touch with the Trumbull situation say the company needs at least \$20,000,000 to solve its problems permanently. A good part of this is in sight and it is hoped that the additional financing can be arranged.

SCHOOL BUSES AID

New Castle, Pa., Sept. 8.—Good roads and the automobile are aiding Lawrence County schools. Many of the pupils of the county districts are now enjoying the benefits of large high schools or centralized schools as a result of motor and road development. No less than 10 districts in the county now have bus lines collecting the pupils and taking them to school daily.

NEW DISTRICT MANAGER

Kansas City, Mo., Sept. 7.—Newton W. Seidel, associated with the Stewart-Warner Corporation in various capacities for a number of years, has been appointed its district manager for western Missouri, Kansas and northern Oklahoma and will establish headquarters at 2600 Grand Ave. Mr. Seidel was with the Van Sicklen Company when it was absorbed by the Stewart-Warner group. He is the son of Mrs. Carrie Seidel, Elgin, Ill.

AUTO AWNING NEWEST COMFORT ACCESSORY

Denver, Col., Sept. 7 (By U. T. P. S.).—The auto awning is the newest accessory to be produced by a Denver man for the comfort of auto owners. G. W. Atkinson, the well-known display artist of this city, has invented and formed a company to produce auto awnings here and claims that they add both to the looks and convenience of coupes, especially Fords. The awning is designed to fit on the sides of the car, and enables the motorist to enjoy fresh air and at the same time keep out the heaviest driving rain with the windows down six or eight inches from the top.

FISHER BODY TO ABSORB OUTPUT OF SAW MILL

New Orleans, La., Sept. 7.—Operation of the new saw mill plant of the Fisher-Hurd Lumber Co., a subsidiary of the Fisher Body Co., at Ferriday, La., will be started September 15. The mill will have a capacity of 100,000 feet a day and will employ 500 men. A large commissary and bungalows for the use of workmen and their families have been constructed at the plant. The entire output of the mill will go direct to the Fisher Body Company's Michigan factory.

CURIOUS DEALERS

Hartford, Sept. 7.—Publication of the income tax returns has provided a check-up among local dealers in an endeavor to find out just how much business was done last year.

No Signs of Slackening In Record Tire Production

AKRON, O., Sept. 8.—While there has been some slackening in buying, the predicted slump in tire production has not materialized. Schedules of Goodyear, Goodrich, Miller and General for the first week in September were practically the same as during August.

Some curtailment is anticipated during the latter part of September or early in October. The industry has been operating at a record pace during the last three months.

The large companies are still behind on orders, which they will now have a chance to fill. Though dealers are carrying larger stocks than usual, this condition is not regarded as serious, and is not expected to result in any drastic curtailment of factory operations.

Goodyear, now the largest single tire producer in the world, continues to manufacture 36,000 casings and 46,000 inner tubes a day at the Akron plant. The California and Canadian plants are each turning out about 6,000 tires a day, giving the company a combined tire production of nearly 50,000 tires a day, the largest in its history.

Daily tire production at the Goodrich Akron plant is between 26,000 and 28,000 casings and 30,000 tubes. Operations in the rubber footwear department are expanding and sales are heavy for deliveries this winter.

Firestone and Miller officials say their dealers are not overstocked with tires to any extent. They have discouraged speculation prior to price advances. Firestone's production schedule is around 32,000 tires a day and Miller's about 12,000. They do not expect any change soon.

Stiffening of crude rubber prices, it is believed, will prevent any reduction in tire lists this fall. Buying of spot rubber when the market dropped below 30 cents a pound, compared with \$1.20 in August, caused a rally above 90 cents, but the market at the present time is again showing a weakening tendency.

Manufacturers are not inclined to buy except for immediate needs, as the impression exists that there will be further price concessions. It is not believed, however, that any permanent weakness in the crude rubber market can be expected, and another rally would cause no surprise.

AMBITIOUS THIEVES MAKE BIG TIRE HAUL

Pittsburgh, Sept. 8 (U. T. P. S.).—Sixty-seven automobiles tires, valued at more than \$1,000, were stolen Tuesday morning from the garage of the Penn-Brighton Service Co., Pennsylvania avenue and Brighton road, Northside. Entrance was gained by knocking the latch from the front door and a truck was used in taking way the loot, according to S. B. Reitmiller, proprietor of the garage.

EXECUTIVE MOVES EAST
Peoria, Ill., Sept. 7.—Col. George L. Babcock, manufacturing executive of the Caterpillar Tractor Company, which succeeded the Holt Company, has resigned and is preparing to move East. He will be temporarily located in Syracuse, N. Y. Mr. Babcock, who had been in charge of the Franklin automobile manufacturing division, came here six and a half years ago to become manufacturing executive of the Holt properties.

ANNUAL BUICK PICNIC
Detroit, Sept. 8.—About 100 employees of the Detroit branch of the Buick Motor Company held their annual picnic last Thursday afternoon at Elizabeth Park, near Trenton, on the Detroit River.

WORKING AT CAPACITY
Janesville, Wis., Sept. 8.—The General Motors Company plants here—Chevrolet Motor Company and Fisher Body Corporation—are working at capacity with a payroll of 1,300 men.

State Police Get Into the "Picture"

Waterville, Me., Sept. 8.—Apparently convinced that the good will of even the much-abused and derided state cop is an asset to an automobile firm, one of the leading tire manufacturing concerns in the country has had a picture poster designed and distributed depicting a corps of highway policemen mounted on motorcycles. The intimation is, of course, that the machines are equipped with the tires of the concern mentioned and that what is good enough for the hard riding, ever-on-the-job road guardian should be good enough for other motorists and cyclists.

Tire Notes

Anderson, Ind., Sept. 7.—The Anderson Rubber Works, controlled by Charles E. Miller, has placed on the market a new three-cavity en bloc vulcanizer that is said to repair balloon and cord tires from 4.40 to 7.30 inclusive.

Bowling Green, Ky., Sept. 7.—D. Y. Page has acquired sole ownership of the Deemer Harrison Tire Company of this city through the retirement of Paul Grider. The firm is agent for Seiberling tires and tubes, Willard storage batteries and Champion spark plugs.

Barberton, O., Sept. 7.—As a result of the success of the outing given by the Seiberling Rubber Company for its employees, the event will be an annual affair in the future. Athletic contests and elaborate prizes offered by the company combined to keep interest at a high pitch.

Alliance, O., Sept. 7.—During its 33 years of experience the Miller Rubber Co. has become a \$60,000,000 corporation. When the plant opened, it had less than 1,000 feet of floor space. Today the floor space totals 1,500,000 square feet. This company was organized by Jacob Pfeiffer and associates and maintains branches in 40 cities of the country.

Minneapolis, Sept. 7.—The Durkee-Atwood Co., manufacturers of rubber goods, will open a branch plant at Red Wing, Minn., according to H. C. Atwood, secretary and treasurer. He said the branch would employ 50 men. The company now operates two plants in Minneapolis.

Cedar Rapids, Ia., Sept. 7.—Tire salesrooms throughout the city report that the advances in new tire prices have developed a demand for used motor tires that is almost impossible to fill. In most cases the used tire is snapped up before it has been on the floor more than a few hours.

RHINO TIRE QUILTS

Little Rock, Ark., Sept. 8.—The Rhino Tire Company has announced that it is discontinuing business at 213 West 4th St., and that the American Grocer Company will continue to handle Cupples tires in a wholesale way. A feature of the Rhino Tire Company's business has been the handling of golf supplies.

ANOTHER ALLING LINK

Springfield, Mass., Sept. 8 (U. T. P. S.).—Alling Rubber Company, tires and accessories dealer, has opened a new retail establishment at 296 Worthington Street.

EDELSTONES PURCHASE GROUP OF BUILDINGS

Westbrook, Me., Sept. 8.—The Edelstone Brothers' Fabric Mills have bought the armory, the Presumpscot Electric Building, the grist mill of the J. W. Morris Company and the Lisk Building, formerly occupied by the Goodall hammock factory, together with the land surrounding the structures. The Electric Building and the grist mill will be resold. Alterations will be made at the armory and the Lisk Building, both to be used in the manufacture of tire fabrics and twine.

But Both Lose Value When Punctured

Cedar Rapids, Ia., Sept. 8.—Jim Munger of the Iowa Tire and Tube Company has found a new way to exploit his Miller cords. A local bank wanted tires to use in a display on banking, the legend of which was "Properly filled they will carry you in comfort." Back of the pile of bank books in the window are two Miller cords, sharing interest with the bank books and working out the story of the legend.

HICKS RUBBER HAS W. TEXAS HEADQUARTERS

Abilene, Tex., Sept. 8 (U. T. P. S.).—Headquarters for the Hicks Rubber Company for west Texas has been established here, with Fred Hicks general sales manager in charge. The company has recently established tire stores in Brownwood, Ballinger, San Angelo, Eastland, Lubbock, Wichita Falls and Amarillo, in addition to the many other stores which it operates in other parts of the state. Mr. Hicks said that the company is doing a larger volume of business than ever before in its history.

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THE NEWS
WHILE IT
IS NEWS!
GET IT!

ACT NOW—
TODAY—
DON'T
WAIT!

Houston Buses Hold Own In Joust With Trolleys

HOUSTON, Tex., Sept. 8.—Houston might be called one of the pioneer cities as far as inauguration of the bus system is concerned.

The Houston Electric Company has been operating a bus line for a year and a half, and during that time the officials of the company have gone through periods akin to the situations no doubt faced by the intrepid pioneers of the North American continent. That is, of course, as far as facing unseen perils, handling matters entirely unfamiliar and in general having to fight the battle without the experience of some one else to rely upon.

Much has been learned during the last eighteen months of bus operation in Houston. Some of it has been costly, none of it has been profitable, but the officials see a light shining in the distance and are far from giving up hope. In fact if you argue with them just a little you will make them readily agree that the buses are the coming mode of transportation. The only reason the buses have been unprofitable at Houston is because of the competition of the electric lines, also maintained by the same company.

But the investment in the electric system prohibits doing away with it all at once.

The chief difficulty with operation of bus lines in Houston is that it is next to impossible to find a route for the buses that does not at some point along the line run parallel with the electric lines, and thereby conflict. The passenger might be pictured at some of these conflicting points as standing on the sidewalk saying "Eenie, meenie, minie, mo. Which one will I take? The bus or the trolley?"

But all that will be gradually worked out, R. C. Allen, superintendent, believes. It is just a matter of running the cars over the new routes long enough to establish reliability and form a habit on the part of the passenger. After the public has once started riding the buses along the new lines it is even harder to stop him. He will stand there all day to get that bus.

The first line installed by the Houston Electric Company was on what is known as the Austin Street line. This street had previously been traversed by jitneys for several years, and had been a very profitable run.

The first string of six Yellow Coach buses, seating 29 passengers each, was started on regular schedule on the Austin Street line, April 1, 1924. It was profitable from the start, because of the business already established by the jitneys. Last year the company took in more than \$10,000 in profits from this bus line.

But two other bus lines, the East End and the West Webster lines, are showing a deficit. The East End line was started with four buses September 14, 1924. So far it has operated in the red to the tune of about \$12,000, while the West Webster line, started October 5, 1924, with three buses, has cost a similar amount.

But the East End and West Webster lines traverse a route

never tried by even the old-time jitney. At many places the bus line conflicts sharply with the electric cars and it is taking the public a while to divide business between the two lines.

The Houston Electric Company has seven Yellow Coach buses, eleven Fageol type buses and three Reo buses.

BIG FIELD SEEN FOR 6-WHEELED MOTOR VEHICLES

Will Solve Transportation Problem, Declares
International Motor
Co. Official

NEW YORK Sept. 8.—There are almost unlimited opportunities in the field of transportation for the use of six-wheel and eight-wheel motor vehicles, said A. F. Masury, vice-president and chief engineer of the International Motor Company, in an address recently before a meeting of the metropolitan section of the Society of Automotive Engineers here.

Present types of motor vehicles are serving present needs in a more or less successful way, he said, but when strict economies become the standard for measuring road transportation, a demand will be made for vehicles that will accommodate the maximum freight or passenger loads in the minimum of street space.

These vehicles must be designed so as to permit speeds commensurate with common sense and safety. They will offer the utmost in passenger comfort and will prove of great value in hauling perishable goods over long distances in quantities large enough to assure strictly economic operation. The growing need for more economic transportation is paving the way for larger vehicles. Their ultimate success lies in the future development of the highways and the development of larger vehicles that have a better distribution of the load on the road.

If greater loads are to be carried, more wheels must be called into play in order that the axle loads can be kept within reasonable limits and so that the weight can be distributed over as great a road area as possible, declared Mr. Masury. Possibly in the future we may see both freight and passenger carrying vehicles operating on caterpillar tracks developed to a state that will allow speed and at the same time be noiseless in operation. Six-wheel and eight-wheel motor vehicles can be used to good advantage at present. The principal reason for the increasing popularity of the six-wheel and eight-wheel vehicles is the demand from a critical riding public for riding comfort, but this type of vehicle has an equal and perhaps a greater field of usefulness in the trucking business. Six- and eight-wheel coaches already have seen a great amount of service in California.

Last October Mr. Masury's own company completed a six-wheel motor coach of the most advanced type which has since traveled many thousand miles in tests.

HOUSTON BUSES LURE CROWDS. Trolley cars grumble, but not the trolley company, as motorized rivals entice smiling Texans into their luxuriously cushioned arms. Auto stages are gradually winning the battle in Houston.



CITIES ERECT BUS STATIONS

Terminals Going Up
Rapidly in Kansas City
And Minneapolis

Kansas City, Sept. 8.—A lease negotiation has just been closed for the southeast corner of 11th and Wyandotte streets, where a union bus station will be erected. A modern passenger station with ticket office, waiting rooms and baggage departments will be constructed. Space for the general offices of the bus transportation companies will also be provided. The station will be used by virtually all the bus transportation companies operating out of here.

Minneapolis, Minn., Sept. 8.—Following action of the city council vacating a portion of an unimportant street, work is progressing rapidly today on the garage and terminal for two bus company subsidiaries of the Great Northern Railroad Company.

This work is in anticipation of state permission to operate two fleets of buses in Minnesota. The terminal will be 160 feet by 288 feet and large enough to accommodate 72 large passenger buses and provide room for expansion. The headquarters offices of the lines would employ from twenty to forty persons, officials announced.

Bowling Green, Sept. 8.—A new bus line between Bowling Green and Nashville, Tenn., began operation here today. The bus line is being operated by John C. Swope, formerly of Lexington, Ky., who is owner of the Thorobred bus lines which operate between Louisville and Lexington.

Los Angeles, Sept. 8.—The West Coast Transit Company, operating the Redwood Highway coaches, is to be a link in the inter-line route extending from El Paso, Tex., to Vancouver, B. C. The plan has been perfected by Clyde Edmondson, general passenger agent of the company, who has been in this city conferring with executives of the Motor Transit Company, operating extensive lines from this city.

Bismarck, N. D., Sept. 8 (U. T. P. S.).—The state Railroad Commission has taken under advisement the application of the Yellow Cab Company of Jamestown to furnish bus service between Jamestown and Bismarck. The Radio Cab Company, also an applicant for a certificate, asked postponement of hearing on its application. The Northern Pacific objected to consideration of the application on the ground that the Northern Pacific furnished adequate service.

Cleveland, Sept. 8.—Buses for municipal travel are proving very popular in Cleveland. The first

day 1,000 cash fares were registered. An increase was reported the following day. In the business district these machines give two and a half minute service.

Huntington, W. Va., Sept. 8.—The Westova Transit Co. has begun the operation of urban cars here on a 15-minute schedule from Government Square to the eastern extremity of the city. The motor buses were purchased in Richmond, Va. A. J. Jordan is manager of the company.

Westfield, Mass., Sept. 8.—The Berkshire Motor Co., operating buses between Springfield and Pittsfield, had been awarded license by the Westfield city council. The fee was fixed at \$50 for each vehicle used in the service. This will remove the injunction which the New York Central Railroad had obtained restraining the line from operating until licenses were obtained from all towns along its route. Vote on the license was six in favor and two opposing.

Worcester, Mass., Sept. 8.—William G. Haggerty, Webster, owner of the Acme Bus Lines, today filed four new applications for permission to operate buses between Worcester and Webster.

Minnesota Truck Owners Unite in War on Taxes

MINNEAPOLIS, Minn., Sept. 8.—Commercial motor vehicle owners in Minnesota are uniting to battle the proposed 1926 taxes. Basing their objections on the grounds that the new assessments would amount to nearly four times the present tax, members of the Minnesota Commercial Truck Owners' Association are conducting an intensive movement to enlist the moral and financial support of every interested person.

In a general letter to all truck owners the association calls attention to the proposed tax legislation, and announces that legal action has been started for an injunction to restrain the secretary of state from enforcing what is termed discriminatory and unconstitutional regulations.

"When you go to make application for your 1926 motor truck license plates they will cost you practically double the present tax, if you are a manufacturer, wholesaler, jobber, retailer, contractor or other class of business man owning and operating your own trucks and hauling your own goods," states the association letter. "If you own and operate trucks for hire, and are carrying on a general transportation business for hire, you will have to pay practically four times the present tax," the warning continues.

The Minnesota Legislature has amended the motor vehicle license law by reclassifying motor trucks as follows: Trucks owned and operated by farmers or dairymen are to pay 2.4 per cent. on base value; trucks owned and operated by commercial firms, hauling or

BUSES INJURE R. R. BUSINESS

Olympia, Wash., Sept. 8.—New and better methods of transportation, the private car, the auto bus and the motor truck, have lessened the demand and drawn vastly from the volume of business done by the railroads of the nation and have caused a great reduction in earnings and actual railroad valuations, according to a plea for a reduction of railroad valuations in this state, presented before the state Board of Equalization here Wednesday by A. S. Dudley of Milwaukee, tax commissioner for the Chicago, Milwaukee & St. Paul Railway.

Because of the motor vehicle competition, railroads today are not building extensions to their lines, he declared, although such extensions are greatly needed for the industrial and economic development of the country.

Buses Replace Cars in Dubuque

Dubuque, Ia., Sept. 7.—One of the first important steps taken by the management of the Utilities Power and Light Company after acquiring Albert Immanuel, Inc., in and about Dubuque, Ia., was the installation of motor buses to supplement the surface street car lines which in recent years have been inadequate.

The buses in operation here are the street car type, weighing approximately 9,300 pounds. They are the product of the Mack company and are equipped with the latest safety brakes. The electric company, prior to commencing operations, posted a liability insurance policy of \$100,000 in accordance with state regulations.

BUILD GOLF COURSE

Fort Wayne, Ind., Sept. 8.—The officials of the motor truck plant of the International Harvester Company have ordered construction of a nine-hole golf course for the use of employees. Officials announced today that they expect to open the course early next spring and near the close of the 1926 golf season a tournament among the employees will be provided.

KLEIBER TRUCK PLANS AGENCY IN OAKLAND

Oakland, Sept. 8.—Paul Kleiber, who manufactures the Kleiber truck in San Francisco, will open an agency here for his line. Kleiber's new building will be completed about September 14. He has been building trucks and passenger cars in San Francisco for a year.

When in need of odd sizes
and models place a classified
advertisement in
Automotive Daily News

PROVIDE BUS SERVICE ON TELEPHONE ORDER

Pomona, Cal., Sept. 8.—An innovation in the carrying of passengers has been inaugurated by the City Transit Company of Pomona in the establishment of "call buses."

J. H. McKee, secretary-manager of the company, found that when two or three persons happened to want to ride downtown on a trip it did not pay to use big buses. Nevertheless, he wanted to give service. A fleet of five Overland four-cylinder touring cars with all-steel bodies was purchased and responds to telephone calls just as taxicabs do elsewhere. The fare is 10 cents.

USED CAR QUOTATIONS

Compiled in all sections of the country by Automotive Daily News correspondents from Dealers' Buying Prices. Figures given are averages from the territory indicated.

MONDAY: East

TUESDAY: Pacific Coast

TODAY: MIDDLE WEST

WEDNESDAY: Middle West

THURSDAY: South

Make and Models. Prices, 1925. Prices, 1924. Prices, 1923. Prices, 1922.

APPERSON—6-cyl.				
Tour 5...	750	350	200	
Road 2...				
Coupe 3...	1000			
Sedan 5...	1100	550	375	
Brom 5...	1050			

APPERSON—Straight 8-cyl.				
Sport 5...	900			
Coupe 3...	1200			
Brom 5...	1250			
Sedan 5...	1300			

APPERSON—V-8 cyl.				
Tour 5...	1250	600	375	
Road 2...		500		
Sedan 5...	1700	800		300
Sedan 7...	1750	800	500	

AUBURN—6-cyl. Models 30-51-43.				
Tour 5...		300	200	100
Spt Tr 5...		325	200	125
Coupe 4...		425		175
Coach 5...		450		
Sedan 5...	700	400	300	200
Brom				

AUBURN—6-cyl. Model 66.				
Tour 5...		400	225	
Sport 4...		425	250	
Brom 5...		550	400	
Sedan 5...				

BUICK—4-cyl.				
Tour 5...		275	200	100
Road 2...				75
Coupe 3...		300	225	125
Sedan 5...		350	275	150

BUICK—6-cyl. Standard Six.				
Tour 5...	575			
Road 2...	525			
Coupe 4...	650			
Coach 5...	600			
Sedan 5...	775			

BUICK—6-cyl. Master Six.				
Tour 5...	650	400	300	175
Spt Tr 5...	670	410	300	
Tour 7...	690	425	275	
Road 2...	600	400	275	
Cpe 4, M48	800	590	400	
Coach 5...	750			
Brom 5...	1250	600		
Sedan 5...	800	575	325	275

CADILLAC—				
Tour 5...	1500	800	600	450
Tour 7...	1500	700	625	400
Coupe 5...	2000	1200	1000	550
Coach 5...	1650			
Sedan 5...	1800	1200	850	500
Sedan 7...	1900	1200	950	550

CHANDLER—				
Tour 5...	600	475	300	175
Road 2...	600	500	300	
Coupe 4...	800	600	300	125
Sedan 5...	1000	650		

CHEVROLET—Model 400.				
Tour 5...				50
Road 2...				25
Coupe 4...				75
Sedan 5...				100

CHEVROLET—F. B.				
Tour 5...				
Road 2...				35
Coupe 4...				75
Sedan 5...				75

CHEVROLET—Superior and K.				
Tour 5...	275	150	75	
Coupe 4...	325	200	125	
Coach 5...	350			
S'd'nette 5...				
Sedan 5...	400	300	200	

CHRYSLER—				
Tour 5...	700	450		
Phaeton 5...	725	500		
Road 4...	800	600		
Sedan 5...	900	625		
Brom 5...	900	675		
Roy Cpe 4...	950	650		

CLEVELAND—Models 40-41-42-43.				
Tour 5...	400	250		
Road 2...				
Coupe 2...	700			
4-D Sed 5...	750			
Coach 5...	650	400		
Brom 5...	800			

COLE—				
Tour 7...	900	500	350	200
Coupe 4...		700	500	300
Brom 5...		700	500	300
Sedan 7...	950	650	500	

Make and Models. Prices, 1925. Prices, 1924. Prices, 1923. Prices, 1922.

COLUMBIA—Light Six.				
Tour 5...		200	125	50
Road 2...		175	100	50
Coupe 4...		275	200	
Sedan 5...		300	200	100

DODGE—				
Tour 5...	475	425	300	200
Road 2...	425	375	275	225
Coupe 3...	550	500	375	300
Sedan 5...	575	500	400	300
Spec Tr 5...	525	475		
Coupe 4...	750	600		
A-Sedan 5...	750	600	425	350
Coach 5...	700			

DORT—6-cyl.				
Tour 5...		225		
Coupe 5...				
Brom 5...				
Sedan 5...		300	250	

DURANT—4-cyl.				
Tour 5...	400	300	175	
Spt Tr 5...	450	300	175	
Spt Rd 2...	425			
Coupe 4...	500	375	200	
Sedan 5...	575	425	225	
Coach 5...	500	400		

ESSEX—4-cyl.				
Tour 5...			200	100
Coach 5...			250	200

ESSEX—6-cyl.				
Tour 5...	350	250		
Coach 5...	450	300		

FLINT—Model 40.				
Tour 5...	575	450		
Brom 5...	700			
Sedan 5...				

FLINT—Model 55.				
Tour 5...	750	650		
Spt Tour	950	625		
Coupe 4...	1000			
Brom 5...	1200			
Sedan 5...	1050	780		

FORD—				
Tour 5...	200	125	75	50
Road 2...	175	100	50	25
Coupe ...	275	225	150	100
Tudor 5...	300	250	160	125
Fordor 5...	375	300	175	150

FRANKLIN—Models 9-10.				
Tr 5, M 10	1050	580	260	225
Coupe 4...	1300			
4-D Sed 5...	1450	980	480	450

GARDNER—4-cyl.				
Tour 5...	400	300	200	100
Road 2...				
Coupe 4...	475	350		
Brom 5...				
Sedan 5...	500	400		

GRAY—Model N.				
Tour 5...	300	150		
Road 2...				
Coupe 3...	400	200		
Coach 5...				
Sedan 5...	400	200		

HUDSON—				
Tour 7...			200	
Tour 4...				
Coupe 4...				
Sedan 5...	800		400	
Coach 5...	600	500	300	
Sedan 7...	900			

HUPMOBILE—4-cyl.				
Tour ...	600	450	300	200
Coupe 4...	700	600	350	250
Sedan 5...		650	400	325
Clb Sdn 5...	700	625		

JEWETT—				
Tour 5...	600	350	250	150
Coupe 4...			300	
Sp Cpe 4...				
Sedan 5...	800	675	400	225
Brom 5...				

JORDAN—6-cyl.				
Sil Tour 5...		600		
BlueBoy 4...	1200	800	500	
PlayBoy 2...	1150	700	475	300
Sedan 5...				
Brm 4-D5...	1400	950		

LINCOLN—				
Tour 7...	2000	1300	1000	500
Phaeton ...	2000	1350		
Coupe 4-5...	2350	1750		
Sedan 5...	2400			
Sedan 7...	2600			
Town ...				
Berlin ...				
Limo NN...	2900			

Make and Models. Prices, 1925. Prices, 1924. Prices, 1923. Prices, 1922.

LOCOMOBILE—				
Tour 5...	3600	2000	1500	
Sportet 4...				
Cabolets 5-7...				
Sedan 5...		2400		
Sedan 7...				
Limo 7...				
Brom 7-4...				

MARMON—				
Tour 5...	1550	1050	800	
Road 4...				
Coupe 4...				
Sedan 5...	1800			

MAXWELL—				
Tour 5...	400	300	200	100
Clb Cpe 2...	450	325	225	
Coupe 4...				
Sedan 5...	575	425	250	
Club Sed 5...	550	425		

MERCER—6-cyl.				
Sport 4...		800		
Coupe 4...				
Sedan 7...				
Raceab't 2...				

MOON—				
M A Tour...	575	305		
2-D Sedan...	775	475		
Road 4...	600	320		
Spt Tour...	600	320		
Met Tour...	650	400		125
Sedan 5...	900	550		250
Newport T...	700	375	200	125
Sedan ...	850	550	320	
L'nd'n Sed...	950	650		
Tour 4...	750	475	275	

NASH—4-cyl.				
Tour 5...		275	175	125
Coupe 4...				
Sedan 5...		400	250	

NASH—Special 6.				
Tour 5...	500			
Road 2...	500			
4-D Sed 5...	750			

NASH—6-cyl. Incl. Advanced 6.				
Tour 5...	650			
Sedan 5...	750			
4-D Cpe 5...	850			

Makes Money by Saving It Shop Men Feel Slighted If Not Told of Changes

Toledo Distributor Has Developed Efficient Budget Plan

"BUDGETING our business is making us \$25,000 a year by saving it," says Warren E. Griffith, head of the Landman-Griffith Co., Chrysler distributor, Toledo, O. The company has been in business for 13 years and its most successful period has been the past four—or since the budget system of guarding expenses has been in effect.

"About five years ago," Mr. Griffith states, "I found our net profit was entirely too small for the amount of business we were doing. I knew what our income earnings were, so I decided to fix what the expenses should be, and from this we worked out a budget plan. Each month now we know what the budget allowance is for each expense and we see that it is kept within the budget or we immediately investigate the reason."

Accounts Segregated

At the beginning of a year the Landman-Griffith Company decides what the allowance will be for the coming twelve months on each of the forty-seven items of expense it carries on the books. These estimates are then divided into twelve equal amounts, which is the monthly pro-rata. Some items, like coal for the winter's heating, are divided over a lesser period—but the principle is the same.

The expense accounts are as widely segregated as possible—so that the department heads can know just what their allotments are—and this serves to keep employees from throwing expense accounts into the general

WARREN E. GRIFFITH, head of the Landman-Griffith Company, Chrysler distributor, Toledo, who tells how his budget system is increasing his profits.



expense account to "beat" the budget on certain items.

Nothing is overlooked in the budgeting, from taxes to legal expense, heat, light, depreciation, salaries of departments, used car expense, janitors, donations, advertising, charities, building repairs, shop expense, driveaways—everything that money is paid out for.

The estimates at the beginning of a year are guided by the expenditures of the previous year, and it's a mark of distinction for any employee or department head to bring a reduction in his particular expense items.

Every employee in the Landman-Griffith organization knows of the budget system, and knows, too, that nothing wins more fa-

Adds \$25,000 a Year to Profits by Cutting His Expenses

vor than the saving of money; the elimination of small wastes here and there. The result is an automobile distributing enterprise with every worker looking to save on seemingly trivial items that might otherwise be thoughtlessly overlooked.

Under the budget system the company is far from being over-conservative in the conduct of its business. Its budgets on important expenditures are very liberal, and the savings, as Mr. Griffith related, are on items to which little thought is usually given.

A part of the system is a warning signal. This is notification by the bookkeeping department to the management and head of the department that the monthly total is creeping well toward the full allotment before the month is well under way. In many cases the management automatically cuts off a department expense when the budget is used ahead of time, and the department must "starve" its way through to the end of the month. This creates better efficiency for the following months.

Elasticity in Plan

There is a certain amount of elasticity to the budget plan—flexibility within good business judgment. One department will, on sound reasons, run over its budget occasionally while another will get along under the budget. There is some transferring or "trading" in this respect, but the entire expense for the year must not and does not run over the total budget allowance for the business.

The Landman-Griffith Company handles about 2,000 cars a year and has forty-two dealers in twelve northwestern Ohio counties.

By CLYDE JENNINGS

A MAN drove his car to a service station of a dealer of the same make of car probably fifty miles distant from where he purchased it. The mechanic raised the hood, started to make the adjustment, stopped, put his head down closer, drew back with a startled look on his face and yelled for the foreman.

Within a few minutes every man in the shop was clustered around this car and a messenger was sent for the dealer. He came and stared and talked, then some of the conversation began to reach the owner. So he asked the dealer what "all the shoot'n was for."

The dealer told the owner of this car that his men had found six changes of equipment on this car from any model that they had seen. They had not heard of any of these changes. It is true that they were minor changes, and not deserving of any widespread publicity, but his organization knew nothing of them. The dealer was much chagrined at the situation. He then inspected some cars received the day before and found that they carried these changes, but as every one around the shop had been busy, these cars had not been inspected.

This may be an exaggerated instance, but it is rather an ordinary thing for men in the shop to learn of changes in car equipment when cars received from the factory are inspected. Perhaps it is the dealer who is at fault in not passing the information on to the shop, perhaps the distributor is at fault, but very frequently it happens that the factory has not sent out word at all.

This neglect in passing along information makes for a bad situation in many respects. Service men get the idea that some one has no respect for them as part of the organization; it makes for unbalanced stocks of parts and breeds disputes and criticism.

Accompanying this evil are the changes of equipment without considering the interchangeability of the new part for the old. Recently one factory made changes rapidly, and with such

Today Clyde Jennings has something to say about the bad effects of not keeping the shop force informed of mechanical changes made in the car. He shows that the service men are justified in considering themselves slighted under the circumstances. His comments will be interesting to dealers.

suddenness that bulletins could not describe the changes accurately by car numbers. As a result, dealers cannot order parts by car numbers, but must describe the exact form of the part wanted.

GARAGE HAS ALL FACILITIES

CUSTOMERS of the Clinton

Garage, Brooklyn, N. Y., have available every facility for service and comfort. The structure is five stories high, has 59,000 square feet of floor space and has accommodation for 275 cars. It is one of the largest and most completely equipped in the New York metropolitan area.

The five floors are served by two elevators, each of 60,000 pounds capacity. On the first floor are the offices, an accessory store, a battery service station and a lounging room for chauffeurs. In connection with the latter is a gymnasium and series of shower baths. All commercial cars are restricted to this floor.

On the second floor are stored the chauffeur-driven cars and there is an owner's rest room here which offers such conveniences as a lounge, showers, lockers, toilets and the like.

On the Third Floor

The third floor is devoted to owner-driven cars which get service, and the fourth floor to those that do not. On the third floor, a section has been set aside for the use of owners or chauffeurs who wish to do their own servicing or repair work and is provided with a pit, working bench, and such conveniences. All these are available to owners without extra charge.

The fourth floor offers a rest room for the use of women.

On the fifth floor is located the repair shop. It is equipped with lathes, a shaper, drill press, electric grinder and a gear press, all driven by separate electric motors. Adjoining it is the blacksmith shop.

Bins in Cellar

Gasoline and air pipe lines are on all floors and a section of the cellar has been divided into bins where owners may store bulky articles.

At the entrance between the driveways is a time clock with a double set of cards for each car. Every car, owner or chauffeur-driven, is checked in and out, and, at the end of each week, one card goes to the owner, the other is kept by the garage.

Covers Cars

To create added interest in the new Ford models, the Rude Motor Company, which handles the line in Cedar Rapids, Ia., advertised extensively in the newspapers that they would be unveiled on a certain evening.

Prior to that time the cars were placed on the salesroom floor and completely covered over. People passing were apprised that the new Fords had arrived and were told to watch for the showing.

These methods brought public anticipation to a high pitch and resulted in the attracting of a capacity crowd to witness the unveiling of the shrouded cars.

It pays to know how the other fellow is doing it.

A. E. A. Books Will Help Dealers

Two books of interest to car dealers, accessory merchants and garagemen have been issued by the Merchandising Department of the Automotive Equipment Association. The books can be obtained free of charge by making a request through the salesman of any jobber who is a member of the A. E. A., or by writing to Arthur R. Mogge, merchandising director, Automotive Equipment Association, 139 North Clark St., Chicago.

The first book, "A Greater Business With Greater Profits," covers such subjects as: Why automotive equipment is a profit-maker—How to sell the goods—How sales have been made—Buying right makes money—How to trim windows—How to use showcases—What turnover means—and many other money-making ideas for dealers.

The second, "Shop Profits—Service That Pays," tells about such things as selling service, checking losses, training men, keeping books, card records, flat rates, selling merchandise in the shop, proper equipment and what it means—and other important subjects.

FACTORY BRANCH SCHOOLS DEALERS' SALESMEN

The Chevrolet Motor Company, Los Angeles, has opened a school for salesmen under the direction of George Young, Chevrolet factory representative. Here the salesmen are thoroughly trained in the Chevrolet's selling points and the ease with which it can be bought on the new payment plan.

Do You Know?

That the first shock absorber was introduced in 1904?

That the pressed steel frame was first used on the Peerless in 1903?

That Henry Ford built his first gasoline car in a shop back of his house while working as night engineer for the Edison Electric Company in Detroit?

That two of our best known cars, Oldsmobile and Reo, take their names from Ransom E. Olds, who started both companies?

That the American Motor Company, which opened in 1899, was New York's first garage?

That Frank Lamkin was Cleveland's first automobile dealer?

Gives Prizes

An effective advertising plan was worked out by the E. & J. Motor Company, accessory dealer, Akron, O., in co-operation with a local newspaper. This paper suggested a route for an automobile trip each week to its readers and printed a map designating the roads.

The accessory dealer tied in with this feature in the paper by offering prizes drawn from its stock for the most interesting story describing a trip over the route.

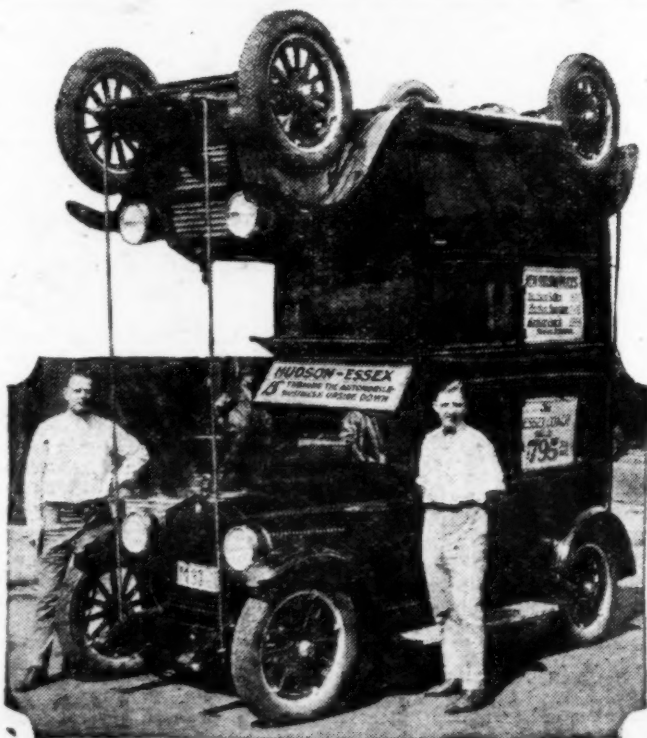
Pictures of the prize winners were shown outside the store. Besides drawing the attention of hundreds to the store, the pictures and the prizes won friends for the dealer every week.

Merchandising ideas that have helped others will help you.

TIRES ON TIME

"Pay as you ride" is the slogan of the Portland branch of the Lee Tire and Rubber Company. The branch has featured this credit inducement extensively in its newspaper advertising.

Shows Strength of Essex Coach



STRENGTH of the Essex coach body was demonstrated in a striking way by Chester G. Schiefer, Hudson-Essex distributor, Fort Wayne, Ind., when he mounted one car atop another and drove the startling pair about the streets. Placards were placed on the sides and fronts bearing prices and advertising slogans. Two of the firm's star salesmen are shown beside the cars.

Personal Paragraphs

Flint, Mich., Sept. 8.—E. T. Strong, general sales manager of the Buick Motor Company, has acquired a new 38-foot cruiser, the Grethea (Grace), which he will use on the Great Lakes and the Detroit River. On the maiden voyage, made recently, Mr. and Mrs. Strong had as guests J. R. Taylor, editor and manager of the Flint Daily Journal, and Mrs. Taylor; Bruce Strong, a son and assistant manager of the Flint branch of the Buick Motor Company, and Mrs. Bruce Strong, and Henry Taylor of the Buick Motor Company and Mrs. Taylor.

Tampa, Fla., Sept. 8 (U. T. P. S.).—Bert E. Barnes, formerly advertising manager for the Williams Aircraft Corporation, San Francisco, has joined the staff of Sunland, Tampa.

Brooklyn, Sept. 8.—Joseph Kenney, service manager for Bishop, McCormick & Bishop, Dodge dealers, and motorboat enthusiast, has returned from a two-week vacation spent on Long Island Sound with his son on board the Isis. Prior to his vacation he won a cup with his boat, the Ghost.

Holyoke, Mass., Sept. 8.—Word has been received here of the death in Jefferson Hospital at Philadelphia of George E. Vines, graduate of the University of Pennsylvania, and formerly connected with the Hendee Motorcycle Company. He was born here and was graduated from Holyoke High School. He is survived by his father, John Vines, and a sister, both of Holyoke, and two brothers.

Kenosha, Wis., Sept. 8.—The W. F. Russell Motor Company, Studebaker dealers, announce the addition of Leon Tessler, formerly connected with the Downey-Recht Chevrolet Company here, to their sales force.

Birmingham, Ala., Sept. 8 (U. T. P. S.).—Charles W. Drennen, secretary of the Drennen Motor Car

Company of this city, Alabama distributors of the Buick, was drowned in the Warrior River near here recently.

San Francisco, Sept. 8.—Gaylord A. Hoyt, general sales manager of the Locomotive Sales Co. of America, Inc., was in San Francisco for a few days recently on a swing around the western territory.

Chester, Pa., Sept. 8.—Donald Irwin, of Harrisburg, a representative of the Texas Oil Co. at Cape-town, South Africa, was among the six passengers aboard the Shipping Board steamship "Eastern Glen," which docked here. The trip from Africa took 32 days.

Greenville, Pa., Sept. 8.—Ralph Bowers, local Nash-Dodge dealer, suffered a severe loss when his pacing mare, Elizabeth B., fell and broke her hip on the Stoneboro race track, just previous to the fair opening.

Springfield, Ill., Sept. 8.—E. S. Boyd, for 18 years a grocer, has disposed of his business and joined the sales staff of the McKenzie Nash Company, Nash and Ajax distributors here.

Milwaukee, Sept. 8 (U. T. P. S.).—Malcolm McCormick, formerly with the McCord Radiator Company, Detroit, has become sales manager of Milwaukee Motor Products, Inc., in charge of marketing of the Milwaukee Timer.

Milford, Mass., Sept. 8.—Charles Phillip Pinardi, formerly of this city and now a chassis designing engineer at the Willys-Knight plant in Toledo, recently married Miss Charlotte A. Southard of Toledo.

Chicago, Sept. 8.—Bruce Adams, Jr., 17, son of Bruce E. Adams, manager of the Chicago Rolle Royce branch, won the chief trophy in the Inland Lakes regatta at Lake Geneva, Wis., last month.

New Incorporations

Chicago, Sept. 8.—Dains Nut-Matic Bumper Company, capital \$100,000, to manufacture and deal in automobile and motor vehicle bumpers, shock absorbers, parts and accessories; by Frank J. Dains, Edwin Chandler and Addie Baumgarden.

Paterson, N. J., Sept. 8.—Anderson-Dunkerley Motors Company, capital \$100,000, to engage in automobile business; care E. L. Anderson, in garage business at 570 East 22d St.

New York, Sept. 8.—Wellgo Auto Sales Co., Inc., capital \$10,000, automobile business; care Max Josman, 211 East 18th St.

Boston, Sept. 8.—Locomobile Bradbury Company, Inc., capital \$50,000 and 500 shares no par value, automobile and auto parts business; care Lucius H. Bradbury, 1035 Commonwealth Ave.

Springfield, Ill., Sept. 8.—Harry M. Reid Motor Company, 5815 West North Ave., Chicago, capital \$40,000, to deal in and manufacture motor vehicles, trucks and tractors; by Harry M. Reid, H. M. Schaefer and B. W. Rosenstone.

Elmira, N. Y., Sept. 8.—Chemung Star Sales Corporation, capital \$15,000, garage business and allied activities; care Max Rosenbeck, now in tire and auto wrecking business.

Sidney, O., Sept. 8 (U. T. P. S.).—W. P. Murray Sales Company, capital \$50,000, to deal in new and used motor vehicles and operate a service garage; by H. P. Murray, W. P. Anderson, Ward Cartright, Harry McClelland and Royon G. Hess.

Improvements

Kansas City, Sept. 8.—The United Tire and Supply Co. has leased the southwest corner of 27th Street and McGee Trafficway and will move there from their present location, 1809 McGee St., as soon as remodeling of the building is completed. It will carry a complete line of motor accessories and will operate a gasoline filling station and lubrication pits. The new location is on the south extension of Automobile Row.

Memphis, Tenn., Sept. 8.—The Butler-Goodman Motor Co. has moved from Monroe and Lauderdale Streets to Monroe and Wellington. The Stewart-Warner Products Service Station has moved from 241 to 413 Monroe Ave. The Red Top Cab Co. has moved from Monroe to Union Avenue. The Permo Service station has moved to a location on Union Avenue. Construction has started on a new building for the 515 Tire and Vulcanizing Co. and the Miller Rubber Co. on Union Avenue.

Williamsport, Pa., Sept. 8.—The West Branch Motor Car Company, Bonhoff & Metzger proprietors, have taken over the garage business of W. C. Moore and contemplate improvements.

Quincy, Mass., Sept. 8.—The South Shore Buick Company has started construction of an addition to its public garage at 1105 Hancock Street.

Portland, Ore., Sept. 8.—The Severin Auto Truck & Repair Company has moved to 129 North 11th St. The firm specializes in car and truck repairing.

Little Rock, Ark., Sept. 8.—Zeundt Bros. Motor Car Company has moved to 1101 Main St.

Engineers See Better Paving

Minneapolis, Minn., Sept. 8.—Novel tests of road building materials are being made here, and it is confidently expected by engineers and chemists that the result may bring revolutionary changes in future highway construction.

On a strip of road 1,600 feet long which passes the University of Minnesota campus a score of contractors are putting down pavement in which every known material is being combined. Each contractor is free to use his own ingredients. Prof. F. C. Lange, director of the highway laboratory, is recording the mixtures in every square foot of paving. When the road is completed it will be carefully watched and the effects of traffic will be recorded.

While this experiment is in progress, engineers of the Portland Cement Association are using a mixture of calcium chloride in cement which they declare permits the new highway to be opened for traffic within forty-eight hours after it is put down. The discovery, they believe, will do away with detours and will be of enormous benefit in cities where it will eliminate the necessity of closing busy streets for long periods of time.

GASOLINE USERS FATTEN WASHINGTON TREASURY

Olympia, Wash., Sept. 8.—Washington's gasoline consumption for the first eight months of 1925 was 99,139,079 gallons, according to gasoline tax receipt figures announced at the office of State Treasurer W. G. Potts. Gasoline tax receipts at the state treasurer's office for the first eight months this year were \$1,982,781.58. Gasoline tax receipts for the entire year of 1924 were \$2,757,185.44. Gasoline tax receipts for August, 1925, were \$342,851.31, while those for August, 1924, were \$302,279.02.

Grand net gasoline tax collections for the period commencing July 1, 1921, and ending August 31, 1925, the period that the tax has been in effect in this state, were \$7,065,119.15.

AUTO STYLE SHOW TO FEATURE WASH'N FAIR

Yakima, Wash., Sept. 2.—A six-day automobile show, concluding with an automobile style show and parade on the sixth day, will be a feature of the Washington state fair, to be held at Yakima September 14 to 19. Yakima dealers have found in past years that the state fair offers an opportunity to make a timely display of the new models and have made use of it rather than hold a winter show.

An early check on reservations showed the following makes registered: Overland, Dodge, Chandler and Cleveland, Oldsmobile, Nash, Packard, Buick, Studebaker, Chevrolet, Chrysler, Star, Franklin, Rickenbacker, Marmon, Hupmobile and Ford.

AUTO BUS TO REPLACE FAMOUS RAILROAD

San Rafael, Cal., Sept. 8 (U. T. P. S.).—It is reported that the famous railroad to the summit of Mount Tamalpais may soon be abandoned and its place taken by an auto stage line. An agreement providing for this is said to have been made between the railway company and the Dysher-Lafargue Co., the latter a motor transport concern of this city.

The Dysher-Lafargue Co. plans, it is reported, to inaugurate the bus service to the summit of Mount Tamalpais via the Ridgecrest road, now nearing completion, as soon as the road is opened.

GRAHAM IN DETROIT

Evansville, Ind., Sept. 8.—Joseph B. Graham, general manager of Graham Brothers, builders of Graham trucks, has sold his home here and taken up permanent residence in Detroit. The Graham plant is one of the branches of the Dodge industry.

CLASSIFIED ADVERTISING

YOUR classified advertisement in the Automotive Daily News is read daily by practically every executive and buyer connected with passenger car, truck, tire, tractor, bus, taxicab, accessory and parts manufacturing concerns. Your ad. will also be read by men in allied industries, throughout the world, and by distributors, jobbers and dealers all over the country.

The Automotive Daily News GETS THERE FIRST.
For Quick Results Use These Classified Columns.

Classified Rates:

One time, 30c

Five consecutive times, 28c

Ten or more consecutive times, 25c

per insertion

per line

Check or Money Order must accompany classified advertisements.

Count five words to a line. Minimum classified advertisement accepted, two lines.

No charge for Box Number Service, if desired.

CLASSIFIED ADVERTISING DEPARTMENT
AUTOMOTIVE DAILY NEWS

1926 BROADWAY

NEW YORK CITY

BUSINESS OPPORTUNITIES

PARTY with capital to market new live auto accessory needed on every automobile engine; large profits. A. D. Elster, Meriden, Conn.

WINSTON-SALEM. North Carolina's largest city—The EVENING SENTINEL leads all Carolina cities in AUDITED HOME CIRCULATION. Trade information gladly furnished the National Advertiser. The TWIN CITY SENTINEL, Winston-Salem, N. C.

IF YOU WANT a partner, additional capital, to buy or sell used equipment, advertise your wants here with the assurance that your advertisement will be seen in the shortest possible time by the men you want to reach.

HERE'S an idea for some live service station:—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active client partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. 5, Y. Z., Automotive Daily News.

EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 13, Automotive Daily News.

ALL KINDS OF ACCESSORIES—Just the assortment the dealer will find profitable to handle. We always have room for good dealers. Address Box No. 20, Automotive Daily News.

ANTI-FREEZING SOLUTION—Every car owner is a prospect, and there is large profit in our attractive proposition. Dealers and distributors write or wire. Address Box No. 18, Automotive Daily News.

GARAGES

TO FIND the right garage in the right location—or to sell or lease part of your own—advertise your wants here. There is no other publication of any kind which reaches as many trade members directly interested in garages in as short a space of time and as economically as does the Automotive Daily News.

Dealer Doings

Pittsfield, Mass., Sept. 8 (U. T. P. S.).—Dr. F. K. Chaffee, dealer in the Franklin and Hupmobile and the Mack truck, has let the contract for the erection of a new sales building at 180 South St. It will be 55 feet square, will cost \$15,000 and is to be finished October 1.

Des Moines, Ia., Sept. 8.—The O'Dea Motor Company has been appointed associate retail dealer for Hudson and Essex automobiles. The company, former Ford dealers, will continue to operate its Ford service department, with a complete stock of Ford parts. It employs forty persons. John P. Beller has also been made an associate retail dealer for the Hudson and Essex lines. He is one of the oldest automobile dealers in the city and will continue to handle the Franklin, for which he is an agent.

Lawrence, Mass., Sept. 8 (U. T. P. S.).—Moses O. Freedman has purchased the local agency for the Flint cars at 198 Broadway.

East Liverpool, O., Sept. 8.—G. A. Arner has been appointed associate dealer for Oakland motor

HELP WANTED

THE NEW balloon tire valve with lock nut; no stock complete without the valve inside; dealers and jobbers sample on request; a good side line. Address Box No. 24, Automotive Daily News.

SALESMAN WANTED—We can show salesmen or factory representative calling on battery service stations and garages how to make big money selling simplified battery charges; liberal commissions; product widely used and advertised. Address Box No. 22, Automotive Daily News.

WANTED—High-caliber man for secretary of Automobile Dealers' Association in Ohio city of 200,000; must be experienced in publicity, advertising and automobiles. Address Box 32, Automotive Daily News.

MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

MISCELLANEOUS FOR SALE

TIRE MANUFACTURERS—This machine saves rubber; rubber is scarce, and in saving of rubber has become a hold among tire manufacturers; their natural preference today more than ever before for the Hermann machines, which reduce fabric waste to a minimum; our story is not new, but permit us to present it to you today. In the light of present rubber scarcity, it will take on a new meaning. The Hermann Tire Bldg., Machine Co., Lancaster, Ohio.

PARTS

EVERY FORD OWNER is a prospect for our proven line quality products for Ford automobiles, trucks and tractors. Frame, mission lining, brake lining, timers, shock absorbers, etc. Sold by all reliable jobbers. Write for catalog. Address Box No. 14, Automotive Daily News.

THE SEASON'S biggest seller—a safety light that is indispensable to all classes of car owners. Legal in every state. Should be the star of your accessory department. Write us now and come in on the peak of the sales season. Address Box No. 13, Automotive Daily News.

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style that fits every pump. Every polling Ford prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

SITUATIONS WANTED

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find new connection without loss of time to yourself.

cars in the Chester, W. Va., district, across the river from here.

Springfield, Mass., Sept. 8.—The Reo Motor Car Company has given the franchise for the sale of its motor cars and trucks, formerly held by the Reo Springfield Company, to Russell P. Taber, Inc., of this city. H. E. Hedges will be in charge of the Springfield division and will be assisted by H. P. Gate, formerly of the Reo Springfield Company.

Fire Losses

Tampa, Fla., Sept. 8 (U. T. P. S.).—The sales building and service station of the Hupmobile Automobile Agency in this city, distributors of the Hupmobile line in part of the south Florida territory, has been destroyed by fire at an estimated loss of about \$50,000. Ra B. Cralle, owner of the business is understood to contemplate early rebuilding.

Montpelier, Vt., Sept. 8.—The storeroom and offices of the J. Le Johnson Automobile Company were destroyed in the \$8,000 blaze in the block of the Montpelier House annex. The company will continue its business regardless of the fire damage.